



# SAN FRANCISCO PLANNING DEPARTMENT

---

**DATE:** September 9, 2010  
**TO:** Historic Preservation Commission  
**FROM:** Timothy Frye, (415) 575-6822  
**REVIEWED BY:** Tina Tam, Preservation Coordinator, (415) 558-6325  
**RE:** Continued discussion of the Identification and potential delegation of approvals for work determined to be Minor under Article 11 of the Planning Code and in compliance with City Charter Section 4.135

---

1650 Mission St.  
Suite 400  
San Francisco,  
CA 94103-2479

Reception:  
**415.558.6378**

Fax:  
**415.558.6409**

Planning  
Information:  
**415.558.6377**

The Planning Department (Department) has prepared a draft resolution based on the comments received at the September 1, 2010 hearing. There is no action before the Historic Preservation Commission (HPC) at its September 15, 2010 hearing. At the hearing the Department would like to continue the discussion to reach consensus on the definition of scopes of work determined to be a minor alteration and confirm that all HPC comments have been addressed. The Department proposes to bring a final draft resolution for action at the October 6, 2010 HPC hearing in order to delegate the review and approval process for this type of work to the Department.

Along with the draft resolution, please find the requested Letters of Minor Alteration that were issued in conflict of the City Charter. The Department will be prepared to discuss the letters at the hearing and answer any questions that the HPC may have regarding their determinations and issuance. Also attached are the Department's draft Storefront Standards and Sign and Awning Standards. The Department believes that the recommendations outlined within Storefront and Sign and Awning Standards are consistent with the Secretary of the Interior's Standards and best practices within other cities that provide oversight to historically significant commercial areas. These standards have been implemented by the Department within the Kearny-Market-Mason Sutter Conservation District for several years, but they have not been formally presented to the public in their current format. The standards address historic preservation issues as well as other Department policies and goals, such as general merchandising requirements to maximize storefront transparency. If the HPC adopts these documents as part of the resolution, either as proposed or with revisions, the Department will finalize them for public distribution.



# SAN FRANCISCO PLANNING DEPARTMENT

---

## Historic Preservation Commission Resolution No. XXX

HEARING DATE OCTOBER XX, 2010

IDENTIFICATION AND DELEGATION OF SCOPES OF WORK DETERMINED TO BE MINOR PURSUANT TO CITY CHARTER SECTION 4.135 AND ARTICLE 11 OF THE PLANNING CODE FOR APPROVAL, MODIFICATION, OR DISAPPROVAL BY THE PLANNING DEPARTMENT.

1. WHEREAS, Proposition J received voter approval in November 2008 and gives the Historic Preservation Commission (HPC) authority under Section 4.135 of the City Charter (1) the authority to determine if a proposed alteration (Permit to Alter) should be considered a Major or a Minor Alteration, (2) the authority to approve, modify, or disapprove applications for permits to alter or demolish Significant or Contributory buildings or any building within a Conservation District; and, (3) the authority to delegate this function to the Planning Department (Department) for work determined to be Minor, whose decision is appealable to the HPC.
2. WHEREAS, the Historic Preservation Commission, at its regular hearings of September 1, 2010 and September 15, 2010, reviewed and discussed the intent and application of the procedures outlined to identify and delegate Permits to Alter that are determined to be Minor; and
3. WHEREAS, in appraising a proposal for a Permit to Alter determined to be a Minor, the Department on behalf of the HPC, shall determine that all proposed alterations to exterior features of Significant or Contributory buildings or any buildings within a Conservation District shall be consistent with the architectural character of the building and/or district, the Secretary of the Interior's Standards, and shall comply with the following specific requirements, where applicable:
  - a. The distinguishing historic qualities and character of the building may not be obscured, damaged, or destroyed.
  - b. The integrity of distinctive stylistic features or examples of skilled craftsmanship that characterize a building shall be preserved.
  - c. Distinctive architectural features which are deteriorated shall be repaired rather than replaced, whenever possible. In the event replacement is necessary, the new material shall match the material being replaced in composition, design, color, texture and other visual qualities. Repair or replacement of missing architectural features shall be based on accurate duplication of features, substantiated by

1650 Mission St.  
Suite 400  
San Francisco,  
CA 94103-2479

Reception:  
**415.558.6378**

Fax:  
**415.558.6409**

Planning  
Information:  
**415.558.6377**

historic, physical or pictorial evidence, if available, rather than on conjectural designs or the availability of different architectural elements from other buildings or structures.

- d. Work confined to the ground-floor, such as the replacement storefront systems, may be contemporary in design provided that such alterations do not destroy significant exterior architectural materials and that the proposed design is compatible with the historic size, scale, material, configuration, color, texture, profile, and character of the building and its surroundings.
- e. Specifically for any building within a Conservation District, all exterior alterations shall be compatible in scale and design with the District as set forth in Sections 6 and 7 of the Appendix which describes the District.

NOW THEREFORE BE IT RESOLVED that the Commission hereby ADOPTS the following list of scopes of work determined to be Minor Alteration Permits to Alter and the procedures outlined in Exhibit A of this resolution for delegation to the Department for approval, modification, or disapproval

1. **Ordinary Maintenance & Repair:** Work determined to be ordinary maintenance & repair and defined as any work, the sole purpose and effect of which is to correct deterioration, decay, or damage, including repair of damage caused by fire or other disaster.
2. **Installation of Rooftop Equipment:**
  - a. That does not result in a substantial addition of height above the height of the building and is in a location that is not visible or is minimally visible from the surrounding public rights-of-way;
  - b. That can be easily removed in the future without disturbing historic fabric and is installed in a manner that avoids harming any historic fabric of the building; and,
  - c. All ducts, pipes, and cables are located within the building and are not installed or anchored to an exterior elevation visible from a public right-of-way.
3. **Signs & Awnings:** New tenant signs & awnings or a change of copy on existing signs & awnings that meet the Department's Sign and Awning Standards as adopted by the HPC and dated Fall 2010.
4. **Storefront Replacement:** Storefront replacement, including work confined to the ground-floor display areas within the architectural frame (piers and lintels) of the building that meet the Department's Storefront Replacement Standards as adopted by the HPC and dated Fall 2010.

BE IT FURTHER RESOLVED that the Commission GRANTS this delegation as an interim procedure that will expire within one year of the date of this resolution or may be revoked at any time within the interim period at the Commission's discretion

I hereby certify that the foregoing Resolution was adopted by the Commission at its meeting on October XX, 2010.

Linda D. Avery  
Commission Secretary

AYES:

NAYS:

ABSENT:

ADOPTED:   OCTOBER XX, 2010

## EXHIBIT A

### INTERIM PROCEDURES FOR WORK DETERMINED TO BE MINOR AND DELEGATED TO THE PLANNING DEPARTMENT UNDER CITY CHARTER SECTION 4.135

Under the City Charter, the HPC shall approve all exterior work for Category I-IV buildings and any building located within a Conservation District, regardless of its rating, and may delegate this function to the Department for work determined to be Minor, whose decision is appealable to the HPC. The scopes of work identified in Resolution XXX are determined to be Minor and the review and approval process shall be delegated to the Department under the following interim procedures. This procedure does not include any other entitlements that may be required as part of the proposal and the HPC retains discretion to revise these procedures as necessary.

#### Category I-IV & Category V and Unrated Buildings within a Conservation District

- Upon receipt of a building permit application, the Department shall review the proposed project to determine if it meets the HPC's definition of a Major or Minor alteration and shall open a Permit to Alter Case (an "H" case, e.g. 2010.0269H).
- If the proposed project meets the requirements set forth in HPC Resolution XXX for a Minor Alteration Permit to Alter, the Department shall draft findings that explain how the proposed project complies with the requirements and will issue the Minor Alteration Permit to Alter.
- The Minor Alteration Permit to Alter will be sent to all HPC Commissioners as well as all interested parties on file with the Department.
- Any member of the public or the HPC may file for a "Request for Hearing" within 15 calendar days of the date of issuance of the Permit to Alter for Minor Alteration. If no request is received by the Department, then the permit will be approved after the 15-day period.
- To file for a Request for Hearing, the interested party(ies) shall file the titled "Permit to Alter Request for Hearing Application" with the Department. This application is located under the "Applications" tab of the Department's website at <http://www.sfplanning.org>.
- If a Request for Hearing is received by the Department, the hearing will be scheduled and noticed for a future hearing before the HPC.

- The mailed hearing notice shall be mailed to the property owner, project sponsor, applicant, as well as all interested parties on the Permit to Alter list.
- All other notification will follow the standard hearing noticing requirements of the HPC.
- At the time of the hearing, the HPC may choose to uphold, modify, or disapprove the Permit to Alter.



# SAN FRANCISCO PLANNING DEPARTMENT

---

## Permit to Alter MINOR ALTERATION DRAFT EXAMPLE

*Date:* September 1, 2010  
*Case No.* 2010.0000H  
*Permit Application No.:* 2010.07.20.0695  
*Project Address:* 33 Maiden Lane  
*Conservation District:* Kearny-Market-Mason-Sutter Conservation District  
*Category:* Category IV - Contributing  
*Zoning:* C-3-R (Downtown Retail)  
80-130-F Height and Bulk District  
  
*Block/Lot:* 0310/008  
*Applicant:* Tristan Warren  
Senior Associate  
Zackl de Vito ARCHITECTURE  
156 South Park  
San Francisco, CA 94107  
  
*Staff Contact* Timothy Frye - (415) 558-6625  
[tim.frye@sfgov.org](mailto:tim.frye@sfgov.org)

1650 Mission St.  
Suite 400  
San Francisco,  
CA 94103-2479

Reception:  
**415.558.6378**

Fax:  
**415.558.6409**

Planning  
Information:  
**415.558.6377**

This is to notify you that pursuant to the process and procedures adopted by the Historic Preservation Commission (HPC) and authorized by City Charter Section 4.135, your request for a Permit to Alter at **ADDRESS** is determined to be a Minor Alteration to a **CATEGORY** Building within the **CONSERVATION DISTRICT** under the Downtown Plan.

Section 4.135 of the City Charter states that the HPC has (1) the authority to determine if a proposed alteration (Permit to Alter) should be considered a Major or a Minor Alteration, (2) the authority to approve, modify, or disapprove applications for permits to alter or demolish Significant or Contributory buildings or any building within a Conservation District; and, (3) the authority to delegate this function to the Planning Department (Department) for work determined to be Minor, whose decision is appealable to the HPC.

The scope of work identified in this Permit to Alter for a Minor Alteration has been delegated to the Department in accordance with HPC Resolution No. XXX and the Department grants APPROVAL in conformance with the architectural plans dated XXXXXXXX and labeled Exhibit A on file in the docket for Case No. 2010.0000H and associated with Permit Application No. 2010.07.20.0695

### FINDINGS

The proposed scope of work includes (**INSERT SCOPE e.g. storefront replacement confined to the piers and lintels of the ground-floor commercial space**) and complies with the following requirements:

- a. The distinguishing historic qualities and character of the building may not be damaged or destroyed.

*No historic fabric is proposed to be removed as part of this proposal.*

- b. The integrity of distinctive stylistic features or examples of skilled craftsmanship that characterize a building shall be preserved.

*The proposal will remove an existing non-historic storefront. All work is confined within the piers and lintels of the ground-floor commercial space and will not impact the integrity of any adjacent distinctive features or examples of skilled craftsmanship.*

- c. Distinctive architectural features which are deteriorated shall be repaired rather than replaced, whenever possible. In the event replacement is necessary, the new material shall match the historic material in composition, design, color, texture and other visual qualities. Repair or replacement of missing architectural features shall be based on historic, physical or pictorial evidence, if available, rather than on conjectural designs or the availability of different architectural elements from other buildings or structures.

*N/A*

- d. Contemporary design of alterations is permitted, provided that such alterations do not destroy significant exterior architectural materials and that such design is compatible with the size, scale, color, material and character of the building and its surroundings.

*The proposal includes the removal of the existing non-historic storefront system and replacement with a new compatible storefront system. The overall exterior profiles and storefront arrangement meets the Department's Storefront Standards and is determined to be compatible with the character-defining features of the subject building and the Conservation District; a horizontal metal panel will separate the main storefront glazing from the transom area and will match the overall historic proportion, scale, and character of ground-floor storefronts within the district; all glazing shall be clear vision glass; intake louvers will be located above the transom area but will be incorporated into the overall storefront system and will be installed behind an architecturally finished grille to conceal their appearance from the public right-of-way. The storefront shall have a dark painted or powder coated finish. All new tenant signage shall be reviewed under a separate permit application.*

- e. All exterior alterations, including signage and awnings, shall be compatible with the character-defining features of the building and/or the Conservation District.

*The proposal is found to be compatible with Appendix E of the Planning Code in terms of Massing, Composition, Scale, Materials, Detailing, and Ornamentation.*

For these reasons, the above-cited work is consistent with the intent and requirements outlined in HPC Resolution No. XXX and will not be detrimental to the subject building and/or the Conservation District.



**REQUEST FOR HEARING:** If you have substantial reason to believe that there was an error in the issuance of this Permit to Alter, or abuse of discretion on the part of the Planning Department, you may file for a Request for Hearing with the Historic Preservation Commission within 15 days of the date of this letter. Should you have any questions about the contents of this letter, please contact the Planning Department at 1650 Mission Street, 4<sup>th</sup> Floor or call 415-575-9121.

cc: Historic Preservation Commission, 1650 Mission Street  
San Francisco Architectural Heritage, 2007 Franklin Street  
Sue Hestor, Attorney, 870 Market Street  
**Other Interested Parties**

1. **General Plan Compliance.** The proposed Permit to Alter is, on balance, consistent with the following Objectives and Policies of the General Plan:

I. URBAN DESIGN ELEMENT

THE URBAN DESIGN ELEMENT CONCERNS THE PHYSICAL CHARACTER AND ORDER OF THE CITY, AND THE RELATIONSHIP BETWEEN PEOPLE AND THEIR ENVIRONMENT.

GOALS

*The Urban Design Element is concerned both with development and with preservation. It is a concerted effort to recognize the positive attributes of the city, to enhance and conserve those attributes, and to improve the living environment where it is less than satisfactory. The Plan is a definition of quality, a definition based upon human needs.*

OBJECTIVE 1

EMPHASIS OF THE CHARACTERISTIC PATTERN WHICH GIVES TO THE CITY AND ITS NEIGHBORHOODS AN IMAGE, A SENSE OF PURPOSE, AND A MEANS OF ORIENTATION.

POLICY 1.3

*Recognize that buildings, when seen together, produce a total effect that characterizes the city and its districts.*

OBJECTIVE 2

CONSERVATION OF RESOURCES WHICH PROVIDE A SENSE OF NATURE, CONTINUITY WITH THE PAST, AND FREEDOM FROM OVERCROWDING.

POLICY 2.4

*Preserve notable landmarks and areas of historic, architectural or aesthetic value, and promote the preservation of other buildings and features that provide continuity with past development.*

POLICY 2.5

*Use care in remodeling of older buildings, in order to enhance rather than weaken the original character of such buildings.*

POLICY 2.7

*Recognize and protect outstanding and unique areas that contribute in an extraordinary degree to San Francisco's visual form and character.*

The goal of a Permit to Alter is to provide additional oversight for buildings and districts that are architecturally or culturally significant to the City in order to protect the qualities that are associated with that significance.

The proposed project qualifies for a Permit to Alter and therefore furthers these policies and objectives by maintaining and preserving the character-defining features of the subject building and/or Conservation District for the future enjoyment and education of San Francisco residents and visitors.

1. The proposed project is generally consistent with the eight General Plan priority policies set forth in Section 101.1 in that:

- A) The existing neighborhood-serving retail uses will be preserved and enhanced and future opportunities for resident employment in and ownership of such businesses will be enhanced:

*The proposed project is not neighborhood-serving; however, its continued use maintains and strengthens the surrounding retail uses, many of them are locally-owned, by bringing visitors to the area.*

- B) The existing housing and neighborhood character will be conserved and protected in order to preserve the cultural and economic diversity of our neighborhoods:

*The proposed project will strengthen neighborhood character by respecting the character-defining features of the subject building and/or Conservation District in conformance with the requirements set forth in HPC Resolution No. XXX and the Secretary of the Interior's Standards.*

- C) The City's supply of affordable housing will be preserved and enhanced:

*The proposed project will have no adverse effect on the City's supply of affordable housing.*

- D) The commuter traffic will not impede MUNI transit service or overburden our streets or neighborhood parking:

*The proposed project will not result in commuter traffic impeding MUNI transit service or overburdening the streets or neighborhood parking.*

- E) A diverse economic base will be maintained by protecting our industrial and service sectors from displacement due to commercial office development. And future opportunities for resident employment and ownership in these sectors will be enhanced:

*The proposed project will not affect the City's diverse economic base and will not displace any business sectors due to commercial office development.*

- F) The City will achieve the greatest possible preparedness to protect against injury and loss of life in an earthquake.

*Preparedness against injury and loss of life in an earthquake is unaffected by the proposed amendments. Any construction or alteration associated would be executed in compliance with all applicable construction and safety measures.*

- G) That landmark and historic buildings will be preserved:

*The proposed project respects the character-defining features of the subject building and/or Conservation District and is in conformance with the requirements set forth in HPC Resolution No. XXX and the Secretary of the Interior's Standards*

- H) Parks and open space and their access to sunlight and vistas will be protected from development:

*The proposed Permit to Alter will not impact the City's parks and open space.*

2. For these reasons, the proposal meets the provisions of City Charter Section 4.135 and HPC Resolution No. XXX regarding Permits to Alter.



SAN FRANCISCO  
**PLANNING**  
DEPARTMENT

# Design Standards for **Signage & Awnings**

in the Kearny-Mason-Market-Sutter  
Conservation District

HISTORIC PRESERVATION DESIGN STANDARDS

SAN FRANCISCO PLANNING DEPARTMENT | DRAFT JUNE 2009





**TABLE OF CONTENTS:**

Introduction	1
General Requirements	2
Projecting Signs	4
Wall Signs	6
Awnings	7
Historic Signs	9
Marquees & Canopies	9



## INTRODUCTION

The **Kearny-Market-Mason-Sutter (KMMS) Conservation District** makes up one of the most important commercial centers for visitors and residents in San Francisco. While most sign requirements are located within Article 6 of the Planning Code, all proposed signs and awnings for any building that is identified as significant or contributory (Categories I - IV), or any building located within any Article 11 Conservation District is subject to additional review pursuant to Section 1111.7 of the Planning Code. The following standards are meant to supplement any relevant sections of Article 11 in order to provide additional guidance for tenants, property owners, and the general public for the installation of signage within the Kearney-Mason-Market-Sutter (KMMS) Conservation District. While there are sign guidelines for other districts in San Francisco, these will be the first to serve the KMMS Conservation District. In order to facilitate approval, these standards may be used as a guide for

other similar Conservation Districts where no specific information is given within Sections 6 and 7 of the applicable Conservation District Appendices for signage in that district.

The KMMS is one of the city’s most vibrant shopping areas and tourist attractions, and the purpose of these standards is to protect and enhance the character of the district by encouraging signage that allows tenants to successfully convey their image, that compliments the public realm, and that respects the character-defining features of the district.

The Planning Department acknowledges that nationwide retailers prefer uniform branding programs for all of their outlets; however, the unique character of the KMMS District may require further refinement of sign or awning materials, methods of illumination, etc., to be found in conformance with these standards.



The purpose of this document is to avoid overwhelming and confusing streetscapes as indicated above. In this example the signs and awnings do not correspond well to the appropriate business, extend over bays and storefronts, and they obscure the character-defining features of the buildings.

These standards are based on the *Secretary of the Interior's Standards for the Treatment of Historic Properties* and are meant to provide tenants and property owners with clear design guidance for all new commercial signs and awnings. Conformance with these standards authorizes the Planning Department to administratively approve signage and awnings without a Historic Preservation Commission public hearing. Please note that the KMMS Sign Standards will be used by the Planning Department to evaluate all new sign and awning permit applications and while only those proposals that meet the standards will be approved, the Department will review all proposals on a case-by-case basis.

The information within this document is divided into general requirements for all signs and awnings and those requirements that are specific each type. The general requirements address materials, methods of attachments, and methods of illumination. Additional requirements by sign type are outlined to address size, number, and location. All subsections are meant to provide clear instructions to meet the minimum requirements of this document. There are also images to serve as examples and to better express the intent of the standards. If you have additional questions regarding these standards, please visit or call the Planning Information Center at 1660 Mission Street, 4th floor, at 415-558-6377.



## GENERAL REQUIREMENTS

### Materials

- All signs should be constructed out of durable high-quality materials that retain their characteristics within a high-traffic area over time. Poor quality materials that are prone to fading, rapid deterioration, or damage are discouraged.
- Materials should be compatible with the color, craftsmanship, and finishes associated with the district. Glossy or highly reflective surfaces will not be approved.
- Awnings should be constructed out of cloth or a material similar in appearance and texture to cloth.
- Retractable and operable awnings are encouraged, however a fixed awning may be acceptable if it expresses the same characteristics as retractable awnings or has a free-moving valance, and does not appear to be rigid, hard, or inflexible.

### Methods of Attachment

- All signs should be attached in a manner that avoids damaging or obscuring any of the character-defining features associated with the subject building.
- For masonry buildings, projecting signs should be anchored through mortar joints or attached to the jamb of a non-historic storefront system.
- All other signs should be attached in a manner that allows for their removal without adversely impacting the exterior of the subject building. Please note that under no circumstances should a sign be anchored to any cast iron or terra cotta elements of a building. Cast iron columns and exterior architectural details may be brittle and could potentially suffer irreparable damage. The glazing and the structural integrity of historic terra cotta cladding units may be significantly compromised if pierced for anchorage.

- The visibility of conduit and raceways should be minimized; however, if raceways must be exposed, they should be finished to match the facade or integrated into the overall design of the sign.

### Methods of Illumination

- Ideally, all signs should appear to be indirectly illuminated. This is most commonly achieved by installing an external fixture to illuminate the sign or by using a reverse channel halo-lit means of illumination.
- Awnings that are internally illuminated are not permitted.
- In general all signs should have an opaque background that does not transmit light and text and logos should be individually illuminated.
- Unless a sign has been determined to be of historic significance, no sign or awning should flash or display animation or moving text.
- In order to reduce the depth and profile of a sign, the transformer should be located in a remote location and not housed within the sign itself.
- A sign may also be reduced in profile or depth by using a light emitting diodes (LED) method of illumination. For more information on LED lighting, please contact your sign contractor.
- All conduit required for all new signage must be concealed and may never be attached or left exposed on the face of the building, the sign structure, or the sign itself.

**PROJECTING SIGNS**

Projecting or “blade” signs have evolved dramatically over the last century. Often paired with a flush or a “wall” sign, blade signs have increased in size and number to catch the attention of pedestrians and to alert passers-by in cars or on public transportation. Today, there are a number of examples throughout the city where blade signs were installed at an overwhelming scale and dominate the building and the public realm, sometimes covering multiple floors and obscuring significant architectural details. When used correctly, a blade sign expresses the individuality of the business, attracts customers, respects the architecture of the building, and compliments the public realm. When used incorrectly, blade signs create visual clutter, overwhelm pedestrians and drivers with visual stimulation, and obscure or damage architectural details of the building. The standards below detail the various size, number, and locations that generally respect the character of the district.

**SIZE**

The size of any projecting sign will be influenced by the location proposed and any height clearance requirements by other permitting agencies. In general, the size of all projecting signs will be evaluated on a case-by-case basis. Projecting signs near the base of the building should relate to the pedestrian scale and the character-defining features of the building and the district. Projecting signs or signs for building identification above the base of the building should not extend above the roof line and cannot obscure the character-defining features.

Important factors that will be considered are:

- Covering, altering or obscuring architectural details or window openings should be avoided
- Projecting signs should be located on or immediately adjacent to the storefronts corresponding to the business and should not extend below, above, or across other storefronts or along a frontage associated with a different use.
- Projecting signs are encouraged to be located at a height that relates to a pedestrian scale.



LEFT: This blade sign is placed at a height that relates well to the pedestrian scale of the street. It is low enough to read but high enough not to block the public right-of-way. It is also attached to a contemporary storefront so not to damage the building's historic elements.

RIGHT: The blade sign is attached according to the standards; it is anchored through the mortar joints, avoiding damage to the masonry.

**NUMBER**

Generally, corner buildings are allowed a greater number of projecting signs because they occupy more linear street frontage; however, the final number is still subject to review and approval by the Planning Department. The Department discourages the installation of projecting signs, including banners, and flags, at each column or bay of an establishment because they obscure character-defining features of the building, may appear to be excessive, and tend to create visual clutter within the public right-of-way. Evaluated on a case-by-case basis, the number of projecting signs allowed for any one establishment will be determined by the following:

- The cumulative number and location of business signs attached to the subject building, including the proposed signage under review
- The amount of linear street frontage occupied by the business
- The floor-to-ceiling height of the commercial space visible from the public right-of-way

**LOCATION**

Signs should be located in an area that does not obscure any of the character-defining features associated with the subject building. Projecting signs may not be located above the window sill of the first residential floor of a building, nor may any portion of a sign be located at a height above the lintel of the corresponding storefront, unless it has been determined by the Planning Department Preservation Staff or the Historic Preservation Commission that an alternate location is acceptable in order to avoid obscuring or adversely impacting the character-defining features of the subject building.

- The amount of linear street frontage occupied by the business
- The overall character-defining features of the building
- The width of the sidewalk
- The number of adjacent existing and potential establishments within the subject building
- The floor-to-ceiling height of the commercial space visible from the public right-of-way.

**BELOW:** Both of these wall signs comply with the standards. These signs are comprised of individual letters that are mounted to the business storefront. The letters are placed in an area that does not cover or obscure any of the architectural details. Also, both signs are placed horizontally within the bay between the first and second floors.



## WALL SIGNS

Wall signs are commonly comprised of signboards or individual die-cut letters that run parallel to the facade of a building. Often paired with a blade sign, wall signs have increased in size and number throughout the district. Today, there are a number of examples throughout the city where wall signs appear at an overwhelming scale and blanket significant architectural details. When used correctly, wall signs express individuality, attract customers, and respect the character-defining features of the building. The standards below detail the various size, number, and locations that generally respect the character of the district.

**BELOW LEFT:** The excessive number of wall signs attached to the facade are covering many architectural details of the building. The number of wall signs at this location creates a blanketing effect and negatively impacts the building and the public realm.

**BELOW RIGHT:** This sign is placed in an appropriate location within the bay opening and centered over the storefront entrance. The sign material is comprised of individual letters and is also in compliance with these standards.

## SIZE

The size of any wall sign will be influenced by the location proposed. In general, the size of wall signs will be evaluated on a case-by-case basis. Wall signs consisting of individual letters mounted to the building facade are encouraged; large, opaque sign panels behind individual letters are discouraged. Important factors that will be considered are:

- Wall signs covering, altering, or obscuring architectural details or window openings should be avoided. Specifically, wall signs that obscure, cover, damage, or alter architectural elements such as friezes, lintels, spandrels, and historic sign bands will not be approved.
- Signs are encouraged to be located at a height that relates to a pedestrian scale.
- Wall signs should be centered on horizontal surfaces, within bays or over storefront openings and should not extend above, below, or beyond the storefront the related business occupies.
- Wall signs should maintain a physical separation between all tenant signage so that it is clear that which signs relate directly to the respective business.



**NUMBER**

Generally, one wall sign should be permitted per establishment per street frontage; however, the Department will evaluate proposals on a case-by-case basis and more than one wall sign may be permitted in certain instances. Building owners are encouraged to meet with a Planning Department Preservation Technical Specialist early in the process to facilitate review and approval of multiple tenants. The number of wall signs allowed for any one establishment will be based on the following factors:

- The overall character-defining features of the subject building
- The number of adjacent existing and potential establishments within the subject building

**LOCATION**

Wall signs should be located in an area that does not obscure any of the character-defining features associated with the subject building. The location of wall signs allowed for any one establishment will be based on the following factors:

- The overall character-defining features of the subject building
- The amount of linear street frontage occupied by the business
- The cumulative number and location of business signs attached to the subject building, including all existing and proposed signage.

**AWNINGS**

Historically, awnings have provided a number of important functions for commercial storefronts. Not only did they provide climate control, awnings were used to protect merchandise and displays from glare and fading and window shoppers from bad weather. Today, awnings come in a variety of shapes, sizes, frames, and fabrics, but their primary function has shifted from shelter to signage. When used correctly, awnings still allow a business to attract customers, express its individuality, respect the architecture of the building, and compliment the public realm. When used incorrectly, awnings create visual clutter along the streetscape, obscure important architectural features of the building, and weaken the identity and presence of the business. The standards below detail the various size, number, and locations that generally respect the character of the district and should be used for awning design and construction.

**SIZE**

The size of any awning will be influenced by the location standards provided in this document and any height clearance requirements by other permitting agencies. In general, the size of all awnings will be evaluated on a case-by-case basis. Important factors that will also be considered:

- The overall character-defining features of the subject building
- The width of the storefront openings
- The amount of linear street frontage occupied by the business
- The width of the sidewalk
- The number of adjacent existing and potential establishments within the subject building
- The floor-to-ceiling height of the commercial space visible from the public right-of-way

**NUMBER**

In general, a business is permitted to have one awning per occupied storefront opening. Please note that text may not be allowed on the free-hanging valance of each awning. The Department discourages the attachment of a single awning that spans uninterrupted across a number of commercial storefronts, which is deemed to be excessive and contributes to the visual clutter within the public right-of-way. Evaluated on a case-by-case basis, the number of awnings allowed for any one establishment will be based on the following factors.

- The cumulative number and location of business signs attached to the subject building, including the existing and proposed signage.
- The amount of linear street frontage occupied by the business

**BELOW LEFT:** Fabric awnings with free-moving valnces are encouraged by the Planning Department. This awning is installed in an appropriate location within the window opening and does not cover any architectural details.

**BELOW RIGHT:** This awning does not meet the standards. It covers the transom windows and extends the length of the building obscuring the piers and lintels of the storefront openings. The structure of the awning also appears rigid and inflexible which adds volume to the facade that is out of character with the building.

**LOCATION**

Of the types of signage discussed within this document, the location of an approvable awning specifically limited to the window or storefront opening only. Please note that awnings may not be located at a height above the lintel of the storefront, unless the Planning Department Preservation Staff or the Historic Preservation Commission determines that an alternate location would avoid obscuring or negatively impacting the character-defining features of the subject building. The location of the awning within the opening will be based on the following factors:

- The Planning Department encourages awnings to be located at a level that relates to a pedestrian scale.
- An awning should not extend so far into the public right-of-way that it impedes pedestrian traffic, nor should it extend outside the piers and lintel of the storefront opening.
- As visibility contributes to the success of the business, awnings should not cover the first floor or the transom windows of the building.
- Awnings should be located in an area that does not obscure, cover, or alter any of the architectural or character-defining features of the building.





## HISTORIC SIGNS

There are a number of historic signs located within the KMMS District that are significant in themselves because they represent a tangible link to the past and possess a level of craftsmanship and artistic expression that is rarely a feature of contemporary signage. Although most of these historic signs have outlasted the associated business, because of their rarity these signs are recognized as important character-defining features of the KMMS District. The Planning Department recognizes the unique challenge a new business faces when they are required to modify their own signage program to accommodate a historic sign that is not related to their use. However, these historic signs have become easily-identified markers within the district, and because the majority of these signs no longer meet the requirements of the Planning Code, they often provide new tenants with increased exposure due to their size, materials, method of illumination, and unique design. Any tenant or building owner that may need assistance incorporating a historic sign into their sign program is encouraged to meet with a Planning Department Preservation Technical Specialist early in the process to facilitate developing a successful project that respects the historic sign and provides the new tenant desired visibility.

Sign programs and other signs that affect historic signs within the district are reviewed on a case-by-case basis and are assessed using the *Secretary of the Interior's Standards for the Treatment of Historic Properties*.



## MARQUEES & CANOPIES

Marquees and canopies commonly refer to large structures placed over the entrance to most theaters and hotels. Both marquees and canopies gained popularity during the beginning of the 20th century, when the size and prominence of the signage associated with them also grew. Historically, materials commonly used in marquee or canopy construction were steel, bronze, copper, and aluminum. They often also possessed elaborately painted patterns, and pressed sheet metal ornamentation. Methods of illumination varied; however, white or yellow flashing bulbs were the commonly used. Over time, and reaching their peak in the late 1930s, marquees and canopies increased in size, possessed increasingly elaborate designs, large text, and substantially projected into the public right-of-way to be further distinguished from other types of business in the immediate area. Construction of these sign types has decreased over time and is no longer permitted for new projects in many zoning districts; however, a number of existing marquees and canopies are protected as historic character-defining features within the KMMS Conservation District.

Some historic marquees, canopies, or any other large, projecting signs as defined by Section 188(e) of the Planning Code may be rehabilitated or reconstructed in order to preserve the character of a historic theater. Please note that these signs may be subject to review and approval by the Historic Preservation Commission (HPC). All work to marquee and canopy signage will be reviewed on a case-by-case basis and will be assessed using the *Secretary of the Interior's Standards for the Treatment of Historic Properties*.

NOTES



SAN FRANCISCO  
**PLANNING**  
DEPARTMENT

**FOR MORE INFORMATION:**  
Call or visit the San Francisco Planning Department

**Central Reception**  
1650 Mission Street, Suite 400  
San Francisco CA 94103-2479

TEL: **415.558.6378**  
FAX: **415 558-6409**  
WEB: **<http://www.sfplanning.org>**

**Planning Information Center (PIC)**  
1660 Mission Street, First Floor  
San Francisco CA 94103-2479

TEL: **415.558.6377**  
*Planning staff are available by phone and at the PIC counter.  
No appointment is necessary.*





SAN FRANCISCO  
**PLANNING**  
DEPARTMENT

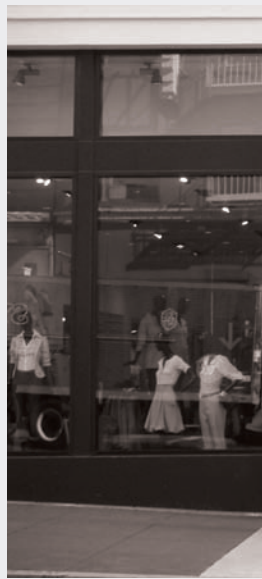
# Design Standards for **Storefronts**

in the Kearny-Mason-Market-Sutter  
Conservation District

HISTORIC PRESERVATION DESIGN STANDARDS

SAN FRANCISCO PLANNING DEPARTMENT | DRAFT NOVEMBER 2009





#### TABLE OF CONTENTS:

Introduction	1
Storefront Components	2
Course of Action	3
General Recommendations	4
Storefront Evaluation	5
Façade & Street Wall	6
Corner Lots	9
Storefront Bay	9
Entrances	10
Bulkheads	13
Storefront Display Windows	14
Transoms	15
Building Systems	16
Security	17
Seismic Upgrades	18
Interim Storefront Solutions	19
General Merchandising Requirements	20



## INTRODUCTION

The **Kearny-Market-Mason-Sutter (KMMS) Conservation District** makes up one of the most important commercial centers for visitors and residents in San Francisco. The vitality of the District's streetscape is dependent on the existence and the success of storefront businesses. In response to changing marketing and advertising strategies designed to draw customers in, storefronts are the most commonly altered architectural feature in commercial buildings. The purpose of these standards is to protect and enhance the character of the District by encouraging storefront designs that allow tenants to successfully convey their image and products, compliment the public realm, and respect the character-defining features of the district. While Article 11 of the Planning Code provides basic design requirements, all ground level alterations proposed for buildings that are identified as significant or contributory (Categories I - IV), or buildings located within any Article 11 Conservation District are subject to additional review pursuant to Section 1111.6 of the Planning Code. The following standards are meant to supplement relevant sections of Article 11 in order to provide additional guidance for tenants, property owners, and the general public for the rehabilitation of existing or the installation of new storefronts within the KMMS Conservation District. These standards may be used as a guide for other similar Conservation Districts where no specific information is given within Sections 6 and 7 of the applicable Conservation District Appendices.

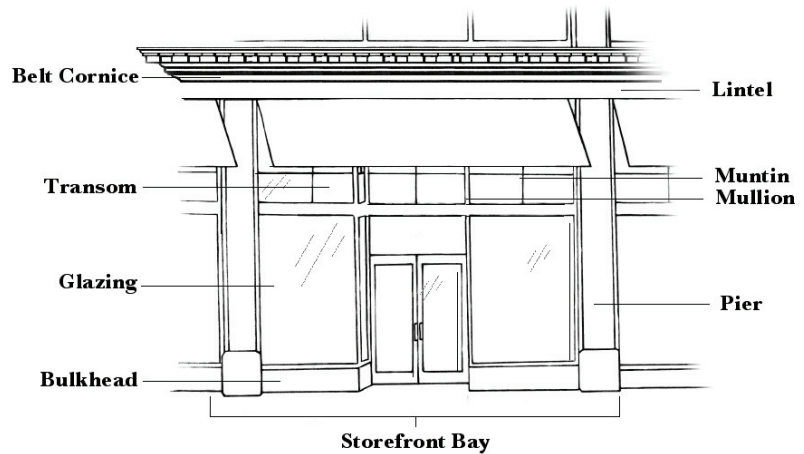
The information within this document is divided into topics based on each storefront component. Each component is outlined to address materials, design, finishes, proportion and location. All subsections are meant to provide clear and understandable instructions based on the *Secretary of the Interior's Standards for the Treatment of Historic Properties* and to meet the purposes of Article 11. There are also images to serve as examples and to better express the intent of the standards.

The Planning Department acknowledges that national retailers prefer uniform branding programs for all outlets. The unique character of the KMMS Conservation District may require further refinement of storefront components, materials, merchandising displays, etc., to be found in conformance with these standards.

Conformance with these standards authorizes the Planning Department to administratively approve ground floor permit applications when confined to the area within the piers and lintels of the opening as stated in Article 11 of the Planning Code. Please note that the KMMS Conservation District Standards will be used by the Planning Department to evaluate all permit applications and while only those proposals that meet the standards will be approved, the Department will review all proposals on a case-by-case basis. All storefront design related to a Major Alteration, as defined by Section 1111.1, may be subject to review and approval by the Historic Preservation Commission (HPC).

## STOREFRONT COMPONENTS

Existing historic storefronts in the KMMS Conservation District date from the early 20th century. There are a number of elements that make up the character-defining features of a historic storefront. The repetition of these features creates a visual unity on the street that should be preserved. Collectively, they establish a sense of place, provide “human scale” and add rich detail to the public realm.



### ANATOMY OF A FACADE

#### Typical Features Include:

**Belt Cornice:** A projecting, horizontal molding, similar to a cornice, separating parts of a façade, especially used to delineate the first and second floors.

**Bulkhead:** The low paneled base of a storefront bay that supports the glazing and elevates merchandise for pedestrian viewing.

**Façade Materials:** Original exterior cladding, typically brick, wood or stone provide a sense of permanence, scale and texture and often convey the work of skilled craftsmen.

**Glazing:** The large panes of clear glass within the storefront bay where goods and services are displayed and supported by the bulkhead and framed by the piers.

**Lintel:** The horizontal structural element that spans above the storefront bays to support the weight of the upper façade.

**Mullion:** The vertical element that separates window units or storefront glazing; typically not a structural support for the building.

**Muntin:** The small molding or bar that separates the individual panes of a multi-paned window, such as in a transom.

**Pier:** The vertical structural or decorative elements, also known as a column, which supports and/or frames the glazing.

**Storefront Bay:** Defined by the height of the lintel and separated by piers, a storefront bay is composed of bulkhead, glazing, transom, and entry.

**Transom:** The small, operable or inoperable framed windows above the glazing and below the lintel that filter light into the ground floor space; sometimes sheltered by awnings.

## COURSE OF ACTION

Determining the appropriate course of action depends upon the overall integrity, or how much historic storefront components remain at the ground level. The integrity should be taken into consideration before determining the best approach for rehabilitation. While there is no hard-and-fast rule that can be stated, it is important that a deliberate, thoughtful process be employed in which the following questions are answered:

What are the characteristics of the base of the building?

The storefront may be intact, modified or contemporary. If many or all of the historic elements are missing, a simplified new interpretation of those elements may be appropriate. On the other hand, if the building is 95% intact, with only the bulkhead missing and information about the original design is available, then an accurate reconstruction would be preferred.

What are the characteristics of nearby or adjacent storefronts?

If the storefront is one of three similar all in a row, and one of the three retain its historic details, then reconstruction of the altered storefronts would be a preferred option. Another more flexible option would be a rehabilitation based on a simplified design, as long as typical storefront components are incorporated into the design.

What is the significance of the property?

Sometimes previous alterations to historic buildings acquire significance of their own. These historically significant alterations should be preserved.

### RECOMMENDED



This storefront is a good example of a well-preserved historic storefront. The historic elements include the transom, bulkhead, and piers.

### RECOMMENDED



The contemporary storefront above has maintained all of the typical historic features of early 20th century commercial architecture.



The rehabilitation project above preserved historic elements, such as the terra cotta tiles and cast iron framework. However, many other historic elements were missing, such as the transom windows and storefront pier material, were reconstructed based on historic documentation. It is common to use more than one approach in a rehabilitation project.

## GENERAL RECOMMENDATIONS

The Storefront Standards for the KMMS Conservation District are based on general recommendations that apply to rehabilitation. Rehabilitation acknowledges the need to alter a historic property to meet continuing or changing uses while retaining the property's historic character.

In order to be compatible with historic storefronts, new storefronts should follow the standards set out in this document, which provide for flexibility in design review. Designing new features to be subordinate to historic features creates a balance of new and old, allowing features to be seen as products of their own time, yet be compatible with remaining historic elements of the facade. The most successful rehabilitated storefronts combine contemporary design with sensitivity to the historic storefront components.

### Preserve

Preserve the storefront's historic style, form, materials, proportions, and configuration when it is intact. Distinguish between historic materials and inappropriate past interventions. Do not remove, obscure, or damage historic character-defining features.

### Repair

Repair historic features that are damaged based on adequate evidence using identical or similar materials that convey the same form, design, and overall visual appearance as the historic feature in terms of details, finish, and color. Repair is preferred over replacement.

### Replace

When repair is not possible, replacement of the original design based on historic documentation or physical evidence is preferred. Do not reconstruct details from speculation that could give a false impression of the history of the building. If evidence is missing, consider a simplified interpretation of historic elements. Also, consider the retention of previously-installed compatible alterations.



Removing, obscuring, or damaging historic features through installation of new features is discouraged, such as this historic cornice partially concealed with aluminum panels.

## STOREFRONT EVALUATION

### HISTORIC VS. ALTERED

To help determine if you have a historic storefront, look for the following storefront characteristics that are typically shared among commercial architecture of this period:

Buildings undergo alterations over time. To determine how a historic storefront design has been altered over time, notice the location of the glazing, bay, cornice, and entrances on the existing building to provide clues.

### Historic Storefronts

- Bulkheads: Primarily rectangular in design, of frame, natural stone or tile construction, and often with raised patterns.
- Glazing: Merchants in the early 20th century relied on extensive window displays to advertise their goods and the installation of large sheets of plate glass provided maximum exposure.
- Large Central or Corner Entrances: Many commercial buildings historically had large central or corner entrances of single or double doors.
- Transoms: Over the display windows and entrances were transom windows, usually made of clear, textured, leaded, or stained glass, allowing light into the building and additional areas of signage and display.
- Cast Iron Pilasters: To support the weight of the masonry above the storefront, decorative cast iron columns or masonry piers were often added.

### Altered Storefronts

- Glazing: If the display windows have small panes rather than very large panes of glass, they have most likely been replaced.
- Bay: If there is irregular spacing among the bays where a storefront pier does not align with the upper facade piers, it is most likely a non-historic storefront.
- Belt Cornice: If the cornice is not visible or removed, or the lintel is not defined within the storefront, the height has likely been altered.
- Entrances: If the building entrance is no longer in the historic location or made of contemporary materials, it has been replaced.



The profile on this pier and bulkhead are indicative of historic commercial architecture and should be preserved.



The wood panel ceiling and tile paving indicate that this recessed entry is historic and should be preserved.

## FAÇADE & STREET WALL

Historically, storefronts were integrated into the overall facade design, with the same treatment used for all tenant spaces within a structure. However, as tenants have modified their individual sections of the storefront, the overall design intent of some buildings has become lost. The storefront and upper façade should create a single architectural image by aligning architectural framework within the design and using similar cladding materials. The following recommendations supplement Section 6 of Appendix E, within Article 11.

### Materials

Buildings in the KMMS Conservation District are traditionally clad in masonry materials, which include terra cotta, brick, natural stone, and smooth or scored stucco, over a supporting structure. If historic material is discovered when the existing cladding is removed, Department Preservation Staff must be notified immediately. If significant historic features remain, it must be retained and the storefront approvals may be changed to reflect this new condition. Storefronts with no remaining historic architectural components may be re-clad or replaced with new modern materials when no historic fabric remains. If replacement material is necessary, use materials that are compatible in texture and physical makeup.

#### RECOMMENDED:

- **Cladding Materials:** Utilize traditional building materials: Terra cotta, brick, simulated or natural stone and scored stucco convey permanence and should be used when architecturally appropriate. New brick should match the color and type of historic brickwork. Particular attention should be paid to the point at which different materials join together. These 'edges' should be clean and organized.
- **Profile:** The replacement façade material should be similar in profile to the traditional cladding material.
- **Color:** The number of exterior colors should be limited. to different tones of one color. Choice of colors should be determined by the nature of the building's historic character, and colors of building elements should relate to each other. Traditional materials are generally colored light or medium earth tones, including white, cream, buff, yellow, and brown. (See Section 6 of Appendix E).
- **Texture:** Smooth and painted with a satin or flat finish.
- **Vandalism Precaution:** Quick, consistent and complete removal of graffiti discourages "tagging." Surfaces treated with antigraffiti clear coatings resist penetration of graffiti and simplifies graffiti removal, while not altering the natural surface appearance. Antigraffiti clear coatings also protect against weathering and environmental-related stains, contributing to a well-maintained appearance.
- **Durability & Maintenance:** Materials used near sidewalks and adjacent to building entrances should be highly durable and easily maintained.

#### NOT RECOMMENDED:

- **Cladding Materials:** Wood, metal and metal panels are not façade materials, although painted wood and metal are sometimes used for window sashes and ornament. Decorative concrete block, applied false-brick veneer, vinyl or aluminum siding, cedar shakes, textured plywood, EFIS materials and plastic are not appropriate for use on traditional façades because they do not portray the image of quality and stability and they detract from the unified character of the storefront and façade.
- **Obstruction of Historic Building Materials:** Do not cover, damage or remove historic building materials.





These three storefronts above do not visually relate to one another because of different cladding materials and are discontinuous design from the upper stories to one another.



The building above contains multiple storefronts that are consistent in alignment and composition, creating a cohesive facade while maintaining storefront distinction.



The street wall to the left lacks horizontal alignment and cohesive composition, resulting in a disconnected appearance.



The horizontal features of the three commercial businesses to the left are aligned, relating each storefront to each other and resulting in a cohesive street wall.

## Design

The configuration of a storefront façade refers to the relationship between, and general proportions of, various storefront infill components, such as door location, setback, bulkhead, display window dimensions, transom windows, historic materials and details. Together the storefront design provides clarity and lends interest to the façade, which maintains the interest of pedestrians.

### RECOMMENDED:

- **Alignment:** Alignment of horizontal features on building façades is one of the strongest characteristics of the street and should be preserved. Typical elements to keep in alignment with others in the block include: window moldings, top of display windows and belt cornices. This helps reinforce the visual harmony of the district.
- **Setback:** Most storefronts extend right up to the sidewalk, known as “zero setback,” resulting in a consistent street wall.
- **Composition:** The wall-to-window ratio; storefront height; window spacing, height, and type; roof and cornice forms; materials and texture should present a visually-balanced composition, complementary to adjacent storefronts to provide a sense of cohesiveness in the district without strict uniformity.

- **Simplified Interpretation:** Where a historic storefront is missing, and no evidence of its character exists, a simplified interpretation is appropriate. Take cues from building patterns, scale, and proportions of nearby buildings and storefronts. An alternative storefront design must continue to convey the characteristics of typical historic storefronts in the KMMS District.
- **Storefront Distinction:** A single building containing multiple storefronts should distinguish each storefront, while maintaining building unity. Separate buildings should remain visually distinct. See Interim Storefront Solutions, “Storefront Rehabilitation Program” on page 20.

### NOT RECOMMENDED:

- **Color:** Inappropriate colors include fluorescents, bright primary hues and black as an overall facade color.
- **Blank Walls:** If visible from a public way, blank walls should be softened by incorporating painted signage, artistic murals and, where possible, glazed fenestration is encouraged.
- **Exact Replication:** Infill construction should clearly be contemporary and not be exact historic reproductions that could confuse an observer.



The buildings and specifically the ground levels below have no setback, which creates a defined street wall and edge. In addition, the horizontal elements have a consistent alignment on each building and relate to the entire street wall, creating a cohesive block.

## CORNER LOTS

Many buildings on corner lots exhibit special features that emphasize the corner and add accent to both intersecting streets, providing visual interest to pedestrians.

### RECOMMENDED:

- **Emphasis of Corner Lot:** Corner entrances, storefront windows, and displays that extend along both street façades are examples of elements that emphasize corner lot locations and are encouraged.
- **Windows:** Where entrances are not located at the corner, storefront windows should turn the corner. There should be one or two storefront windows on each side of the building, this draws the interest of the pedestrian.

This corner lot storefront has incorporated a corner entrance and displays that extend along both intersecting streets. These emphasize the corner lot location and are encouraged.



## STOREFRONT BAY

The individual storefront bay is defined by the height of the lintel and separated by piers. Appropriate alignment and proportions of the storefront bay are critical in creating a unified appearance in the district.

### RECOMMENDED:

- **Alignment of Storefront:** Within a single storefront, windows should be consistent in height and design with storefront doors to create a cohesive appearance; however, slight variations in alignment can add visual interest.
- **Piers:** Piers at the sides of a storefront should be visible and match the upper façade. If historic piers exist under the modern cladding, the historic piers should be uncovered, repaired and left exposed. If historic piers do not exist under the modern cladding, new piers should replicate the historic materials in terms of details, finish, color and overall visual appearance.
- **Design Modifications:** When making modifications, treat and design the piers and lintel as a single architectural component. The lintel establishes the top of the storefront bay, visually separating it from the upper floors.
- **Storefront Infill:** Typically composed of the bulkhead, glazing, transom, and entry. Keeping these components within the historic bay minimizes visual discontinuity.
- **Proportion:** Maintain proper proportions of the storefront bay. Typically, the glazing extends from the bulkhead to the lintel and between the piers.

### NOT RECOMMENDED:

- **Alignment:** Major deviations in the alignment of a storefront and between adjacent buildings disrupt the visual continuity of the street and should be avoided.

- **Obstruction:** Elements such as signs and awnings that obscure the spacing of the bays and/or the elements that define those bays should be avoided.
- **Size:** Any enlargement or reduction in the size of the storefront opening, such as infill with opaque or solid materials, should be avoided.

BELOW: The lintel and pier are clearly visible and serve to separate the storefront from the upper façade and adjacent storefronts, making each storefront visually distinct.



ABOVE: The piers are obscured so the bays are not clearly defined. In addition, there is no horizontal architectural feature, such as a belt cornice or lintel, to create distinction between the storefronts and the upper façade of the building.

## ENTRANCES

Typically, historic buildings have an entrance to each storefront in addition to one main entrance to upper floors, opening directly onto the sidewalk. A service door may also exist for access to building systems.

### Primary Storefront Entry

Traditionally, storefront entrance doors were made with full-height glass framed in wood or metal, with a transom window often set directly above the door. The entries are typically recessed 2'-6" to 6' from the sidewalk, which allows protection from the rain and wind, creates additional display frontage, and the repetition of recessed entries provides a rhythm of defined commercial spaces that helps establish a sense of scale and identifies business entrances. The recessed areas are paved with mosaic tiles, terrazzo, or patterned concrete. Historically, these paved areas within the recess were viewed as an opportunity for the business name, typically in mosaic tile or inlaid metal letters. The ceilings of recessed areas were finished with stucco or wood panels.



ABOVE: This building has a large storefront double door entrance, with a similar, but smaller and simpler secondary entrance for upper floor access. This is typical of historic storefront design and is encouraged.

**RECOMMENDED:**

- **Preservation:** Retention of the historic door and entry system, whether recessed or flush with the public walk, is encouraged.
- **Maintain Historic Position:** The depth and configuration of storefront entrances should be maintained. Where applicable, do not infill a historic recessed theatre entrance (partially or completely).
- **Replacement Doors:** If an entrance is missing, a new entrance may be reconstructed with historic documentation. If using a new compatible design, it should be based upon the traditional design elements. Aluminum or bronze doors can be made more compatible by being painted a dark color, and by selecting a design in the proportions of the historic door.
- **Preservation and ADA Compliance:** Entries must comply with the accessibility requirements of the Americans with Disabilities Act. Preserve historically significant doors and reuse if possible. Qualified

historic buildings may use the alternative provisions of the California Historical Building Code (CHBC) to preserve significant historic features when upgrading buildings. If preservation is not an option, replace with a new door of the same design that is compatible with the storefront's style and material.

- **Design:** Differentiate the primary entrance from the secondary access to upper floors by maintaining each entry within its own bay. Entries should be clearly marked, provide a sense of welcome and easy passage. They should be located on the front of buildings.

**NOT RECOMMENDED:**

- **Reconstruction:** Avoid recreating designs based on conjecture rather than clear documentation.
- **New Entrances:** Do not locate new entrances on a primary façade where it would alter or change the position of the piers and function of the historic primary entrance.



This historic storefront entrance includes a traditional door made primarily of glass and framed in bronze.



The service entry shown above is located away from the main entrance and on the side of the building, so not to be confused with the storefront or building entrances.

## Secondary Entry

The main building door, giving access to upper floors, is similar in appearance, but less impressive than the storefront door.

### RECOMMENDED:

- **Loading and Building Service Entrances:** May be glazed or solid doors and should be located on the side or rear of buildings, whenever possible, or shared with other adjacent businesses. When not possible, they should be located away from corners or street intersections and away from main entrances and primary storefront displays.
- **Maintain Position:** Recessed storefront entrances should be maintained. Where an entry is not recessed, maintain it in its historic position, where possible.

### NOT RECOMMENDED:

- **Non-Use:** Do not seal secondary doors shut in an irreversible manner. Any work that is done must be reversible so that the door can be used at a later time, if necessary.

## Door Materials

### RECOMMENDED:

- **Predominant Glazing:** All primary entrance doors should be predominantly glazed with a painted wood or brushed metal frame.
- **Door Frame:** Wider metal frames are generally encouraged over narrow frames.
- **Door Features:** Maintain features that are important to the character of the historic door, including the door, door frame, threshold, glass panes, paneling, hardware, detailing transoms and flanking side lights.
- **Historic Design:** If historic design is not known, use a wood-framed or metal-framed glass door in a traditional design.

### NOT RECOMMENDED:

- **Door Frame:** Avoid unfinished aluminum or stainless steel frames.



LEFT: The double doors are emphasized by the recessed entry, which also creates additional window display space to draw in pedestrians.

RIGHT: This door does not feature predominant glazing and is not considered traditional in design.

## BULKHEAD

In the KMMS Conservation District, storefront display windows were traditionally placed upon a one to two foot high solid base, also called a bulkhead. The bulkhead serves two functions: it raises a window display closer to eye level, taking advantage of the line of vision and more effectively showcasing merchandise and capturing the attention of the pedestrian; and it acts as a kickplate, better able to withstand impact of window shoppers' shoes and boots than glazing.

### RECOMMENDED:

- **Preservation:** Restore historic bulkhead finishes, where they remain. Contact a Preservation Technical Specialist in obtaining more information on specific treatment recommendations for various finishes.
- **Materials:** Historic bulkheads are typically made of painted wood, decorative metal, small ceramic tiles, or masonry and replacements should match or

be compatible with such materials. Wood or metal bulkheads should be articulated with paneling or molding.

- **Height:** The storefront bulkhead should be of a consistent height and appearance to that historically existing on the building. Depending on topography and where physical or documentary evidence is unavailable, the bulkhead should be between 6" and 24".
- **Consistency:** If a portion of the historic bulkhead exists, the new portions of the bulkhead should match.

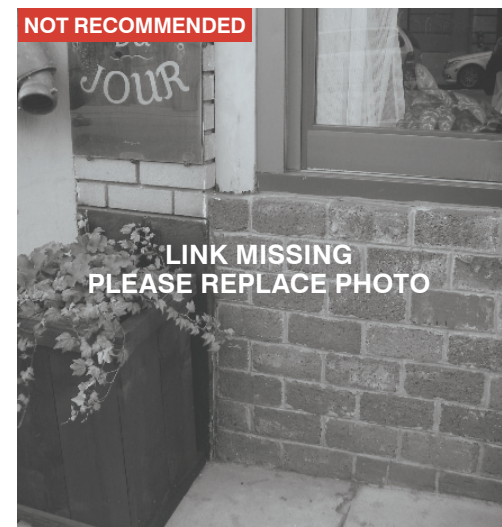
### NOT RECOMMENDED:

- **Materials:** Corrugated aluminum, shingles, artificial siding, plywood, EIFS, and clear or unfinished aluminum are not permitted.

LEFT: The preservation of historic elements, such as this decorative bulkhead is encouraged.



RIGHT: The replacement brickwork that makes up the bulkhead should match the historic brickwork, which has been preserved on the pier to its left.



## STOREFRONT DISPLAY WINDOWS

The storefront display windows in the KMMS Conservation District typically consist of large panes of plate glass set in metal or wood frames with the primary purpose of allowing passersby to see goods or services available inside. The historic metal framing systems have a particularly narrow profile in comparison to modern aluminum storefront framing system. Vertical framing elements were sometimes omitted at the entry recess corners, with just a butt-joint between the two panes of glass. Most storefront display windows have been altered or replaced.

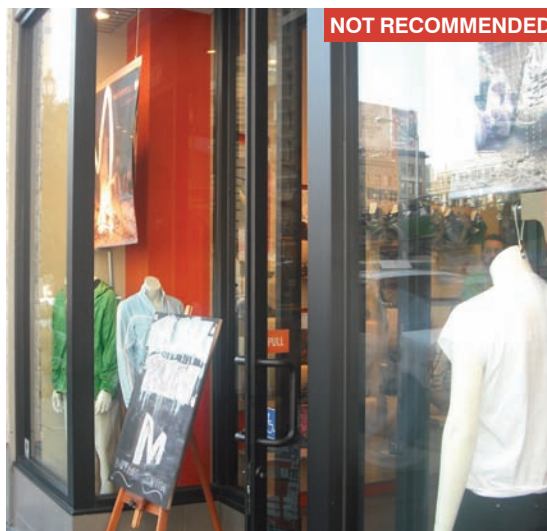
### RECOMMENDED:

- **Preservation:** The functional and decorative features, such as the historic frame, sash, muntins, mullions, glazing, and sills of a historic window should be preserved.
- **Materials:** The storefront should be as transparent as possible by use of clear glass in doors and storefront areas allowing visibility into and out of the store to create an engaging and dynamic retail environment.

- **Mullion Profile:** Mullions separates individual panes of a window and should be as narrow and limited in number as possible to maximize the visibility to interior activity and merchandise. It should have a darkly painted wood or pre-finished or painted metal finish, dark in color.
- **Blocked-out Windows:** Large pane glazing should be reintroduced if the historic glazing is no longer intact.

### NOT RECOMMENDED:

- **Materials:** Vinyl, plastic, clear or unfinished aluminum, and other reflective materials are not permitted.
- **Broken or Boarded Windows:** These negatively impact businesses and the district and should be fixed in a timely manner.
- **Plexiglas:** Replacement materials instead of glass should be avoided.



LEFT: A pre-finished aluminum storefront frame was installed flush with the face of the cast iron pier, which flattens the profile and reduces the dominant role of certain architectural features.

RIGHT: The pictured storefront framing system is much wider than what was used historically and, therefore, should be avoided.



- **Operable Windows:** Sliding, hinged or folding windows are discouraged because of the number of divisions created within an opening, which minimizes visibility between interior and exterior activities when in a closed position. However, operable windows that are designed with very limited divisions, but rather large glazed units similar to a traditional ground floor storefront will be considered.
- **Recessed Window:** The window glass should not be deeply recessed in the window frame, as this was not done historically and does not convey a period effect.
- **Mullion:** Extruded mullion systems should be avoided because their profile is too flat and wide to be considered compatible with historic frame systems.



Opaque, spandrel, or painted glass should not be used within the transom windows. If clear glass cannot be used, translucent patterned glass is a preferred alternative. This restricts light entering the store and is not recommended.

## TRANSOMS

Transom windows, located above the main display windows and entries, became a common feature of commercial storefronts in the first decades of the twentieth century. The placement of these windows high in the wall was made possible by generously proportioned tall ceilings at the commercial interiors. Transom windows were often operable, providing ventilation for the interior. Transom windows were typically glazed with clear panes of glass and set in wood or metal frames. In recent years transom windows have been altered by painting the glazing; installation of mechanical louvers; removal and replacement with plywood panels; installation of signboards that cover the windows; or installation of interior suspended ceilings or soffits. In some cases, the windows have been completely removed and infilled.

### RECOMMENDED:

- **Frame Materials:** The transom frame above the entrance doors and display windows should match the material and finish of the storefront.
- **Replacement Glass:** If the historic transom glass is missing and no physical or documentary evidence exists, install new glass, ensuring that it be of a consistent size and configuration. Clear glass is encouraged; however, translucent or patterned glass is compatible too. Consider the use of operable transom windows in any new or reconstructed transoms.

### NOT RECOMMENDED:

- **Blocked-out Windows:** Avoid blocked-out transom windows, as this restricts additional light into the store. If the transom must be blocked, retain the glass, but consider using a translucent finish to retain the historic design intent and storefront proportions.

## BUILDING SYSTEMS

### RECOMMENDED:

- **Location:** A building's mechanical, electrical and plumbing systems should be located in an interior room or rooftop mechanical penthouse. When exterior installation is required, systems should be located on a non-visible facade away from public view.
- **Concealment:** If exterior equipment cannot be located on a non-visible facade, efforts should be taken to minimize their visual impact by covering with a decorative metal grille. A grille in combination with an awning may be used where appropriate.

### NOT RECOMMENDED:

- **Location:** When located on an exterior visible facade, a building's mechanical, electrical and plumbing systems should not remove historic architectural features or enlarge the openings and its framework.
- **Concealment:** Use of an awning to cover a building's mechanical, electrical and plumbing systems provides only partial concealment and systems will remain visible to pedestrians.

The vents on this building have been properly concealed with an attractive grille that has been incorporated into the storefront design.



The open security grates below are installed on the interior so that when open, all mechanisms are concealed, which is encouraged. They also allow merchandise to be viewed even when the store is closed.



## SECURITY

Many security measures create the impression that the retail area is unsafe, particularly when gates are rolled down and locked. This does not contribute to a pedestrian-friendly environment and ultimately hurts business. Unsightly and generally out of character with the architecture of the storefront, a series of solid metal security doors that are rolled down, present a long, featureless façade at the sidewalk. Transparent security doors provides the same level of security as solid grates, and allows lighted window displays to be seen at night, accommodating both design and security considerations.

### RECOMMENDED:

- **Security Door Design:** Security doors should be installed on the inside of the storefront, with the housing mechanisms and guide rails concealed. They can be hidden behind an architectural element, tucked into a framed pocket opening, mounted on the inside, or mounted high enough above the glazing system that they are not visible from the sidewalk.

- **Grilles:** The use of grilles is encouraged because they have less impact on historic features. Grilles should be made of decorative metal in a configuration that is suitable for the scale and design of the entrance. They may also be simple metal grilles that are fully concealed when open.
- **Open Mesh Gate:** When a security gate is deemed absolutely necessary, the “open-mesh” type of grate is appropriate.

### NOT RECOMMENDED:

- **Security Door Design:** Scissor-type security gates, solid roll-down grates and permanent metal bars installed either on the inside or outside of windows are discouraged.
- **Exterior Security Doors:** Security door housing should not be mounted to storefront exteriors; this contributes to the clutter on the exterior because most of the housing mechanisms tend to vary in appearance.



RECOMMENDED



NOT RECOMMENDED

LEFT: When an external security grate is installed, its operational mechanism should be hidden from view. When fully retracted, the security grate should be concealed within the facade or behind the cladding.

RIGHT: The external roll-down security grate has its housing mechanism clearly in view from the street, which is discouraged.

## SEISMIC UPGRADES

Seismic strength within buildings is achieved through the reinforcement of structural elements. Steel braced frames are added to resist lateral loads arising from winds or earthquakes. The following is taken from the *American Institute of Architects San Francisco Chapter*.

### RECOMMENDED:

- **Location:** A braced frame should be placed within the exterior wall (between the exterior masonry and the interior finish). Diagonal structural braces should be located within the interior space, setback from ground floor display windows.

- **Structural Design:** Different configurations can be utilized to minimize their effect on the existing architecture. Utilizing moment frames can minimize the effect on the existing architecture if properly designed to conform to the historic opening sizes.

### NOT RECOMMENDED:

- **Location:** For historic buildings, exterior applications of bracing are not appropriate. Braces penetrating the exterior of the storefront or placed within the storefront display area should be avoided.
- **Structural Design:** Reinforced seismic walls should not enclose storefront openings.

### Reference Material:

The Preservation Committee of the American Institute of Architects San Francisco Chapter prepared the *Architectural Design Guide for Exterior Treatments of Unreinforced Masonry Buildings during Seismic Retrofit*, November 1991, for the San Francisco Planning Department, the Landmarks Preservation Advisory Board and the City Planning Commission to assist in the application and review of seismic upgrade methods.

RECOMMENDED  
PHOTO PLACEMENT

## INTERIM STOREFRONT SOLUTIONS

Some of the design standards may take more time and money to implement than others. In the interim, building owners of vacant storefronts and tenants during renovation can take some simple measures that can serve as place holders until permanent rehabilitation occurs at the storefront.

### RECOMMENDED:

- **Cleaning and Painting:** These simple solutions offer dramatic improvements to a façade. This provides a well-maintained appearance and ensures a long life for many traditional façade materials.
- **Protect against vandalism and graffiti:** Apply removable clear acrylic shielding to the glazing and treat façade material with antigraffiti coating.

- **KMMS Signs & Awnings Standards:** Comply with the recommendations detailed in these standards.
- **Storefront Rehabilitation Program:** For buildings with multiple tenant storefronts that were subject to inconsistent alterations over the years, consider a long-term plan that would serve as a guide to current and future tenants on storefront design that creates visual continuity among all storefronts of the building. Please contact the Department's preservation staff for consultation.
- **San Francisco's "Art in Storefronts" Program:** This innovative program temporarily places original art installations by San Francisco artists in vacant storefront windows to reinvigorate neighborhoods and commercial corridors while engaging local artists. Art in Storefronts is a pilot program in collaboration with the Mayor's Office of Economic and Workforce Development and Triple Base Gallery.



The "Everything is OK" installation by artists, Christopher Simmons and Tim Belonax, fills a vacant storefront on Market Street.



### For more information:

Robynn Takayama  
 San Francisco Arts Commission  
 Tel: 415-252-2598  
 E-mail: [robynn.takayama@sfgov.org](mailto:robynn.takayama@sfgov.org)



The large pane of glass combined with movable mannequins below allow clear visibility into the store, which is encouraged.



The translucent shelving that supports this window shoe display increases visibility from the street, which is encouraged.

## GENERAL MERCHANDISING REQUIREMENTS

Acknowledging that store branding and identification often extends beyond the application of signage and awnings to the exterior of a building, the Planning Department now requires property owners within the KMMS Conservation District to file a Notice of Special Restrictions (NSR) that outlines general merchandising requirements within storefront openings. The purpose of this NSR is to give the Planning Department and property owners a tool to ensure that tenant spaces remain transparent to the exterior, contribute to the activity of the public realm, and do not evolve into de facto sign boards for tenants.

This NSR is now a customary procedure associated with tenant improvements within the Conservation District. The Property owner should ensure that all of these special restrictions are incorporated into all commercial leases.

Plans will not generally be approved until the recorded NSR is returned to the Department.

Planning Department approval is granted provided that the following storefront transparency requirements are applied to the ground-floor and sometimes the 2nd floor windows where applicable:

- All windows must be of clear glass.
- Any translucent, opaque films, or adhesive signage applied to or installed directly behind storefront glass should not exceed one-third of the glass area.
- Any shelving, counter, or partitions over 3' in height must be setback a minimum of 10' from the inside face of the storefront glass or must be 75% open and transparent.
- All signage applied to or installed directly behind storefront glass should not exceed one-third of the glass area.
- Solid roll-down security doors should not be installed on either the exterior of the building or behind any storefront openings.
- Blinds, shades, or curtains are not allowed at the ground-floor level open and transparent.

Typical movable window display items such as mannequins, small display podiums, and merchandise that permit clear visibility into the interior of the tenant space are permitted and encouraged.

The Planning Department is authorized to grant on a case-by-case basis flexibility from the requirements cited above in order to respond to site-specific constraints or for the exceptional projects that demonstrate to create a positive pedestrian experience.

Retail establishments that meet the definition of a department store as listed to the right are exempt from the visual merchandising requirements of this document except at the following storefront locations within the building:

- All customer entrances and the storefront windows at the ground and 2nd floor immediately adjacent to those entrances.
- All storefront corner windows at the ground and 2nd floor located at an intersection and on both street elevations.

### Visual Merchandising for Large Department Stores

The Planning Department acknowledges the unique factors and the historic tradition associated with visual merchandising of large department stores due to their size, location, and variety of merchandise. In addition, the transformation of department store windows, such as during holidays, holds as much historic significance as the buildings in which they occupy.

For the purposes of this document a department store is defined as a single retail establishment located within a building that provides XXXXXX square feet devoted to the sale of a wide range of durable goods and at the same time offering the choice of multiple merchandise lines, at variable price points, in all product categories.



The partition is set back behind the storefront display and takes up no more than one third of the glass area.

## REFERENCES

1. Applications for Permits to Alter, City and County of San Francisco Municipal Planning Code, Article 11, Section 1111. <http://www.municode.com/Resources/gateway.asp?pid=14139&sid=5>
2. Dangers of Abrasive Cleaning to Historic Buildings, The National Park Service Preservation Brief 6 <http://www.nps.gov/history/hps/tps/briefs/brief06.htm>
3. How to Document a Building's History, San Francisco Planning Department Preservation Bulletin 16, Appendix B
4. Kearny-Market-Mason-Sutter Conservation District, City and County of San Francisco Municipal Code Planning Code, Article 11, Appendix E <http://www.municode.com/Resources/gateway.asp?pid=14139&sid=5>
5. Kearny-Market-Mason-Sutter Signs & Awnings Standards
6. The National Park Service Secretary of the Interior's Standards for Rehabilitation: <http://www.nps.gov/history/hps/TPS/tax/rhb/stand.htm>
7. Preservation of Buildings and Districts of Architectural, Historical, and Aesthetic Importance in the C-3 Districts, City and County of San Francisco Municipal Code Planning Code, Article 11 <http://www.municode.com/Resources/gateway.asp?pid=14139&sid=5>
8. Rehabilitating Historic Storefronts, The National Park Service Preservation Brief 11 <http://www.nps.gov/history/hps/tps/briefs/brief11.htm>



**SAN FRANCISCO  
PLANNING  
DEPARTMENT**

### FOR MORE INFORMATION: Call or visit the San Francisco Planning Department

**Central Reception**  
1650 Mission Street, Suite 400  
San Francisco CA 94103-2479

TEL: **415.558.6378**  
FAX: **415 558-6409**  
WEB: **<http://www.sfplanning.org>**

**Planning Information Center (PIC)**  
1660 Mission Street, First Floor  
San Francisco CA 94103-2479

TEL: **415.558.6377**  
*Planning staff are available by phone and at the PIC counter.  
No appointment is necessary.*





## SAN FRANCISCO PLANNING DEPARTMENT

---

April 15, 2009

John Guiffre  
c/o John Collins Bar  
90 Natoma Street  
San Francisco, CA 94105

**RE: 100 New Montgomery Street (a.k.a. 138 Minna Street)**  
**Building Permit Application #: 2009.03.25.4871**  
**Assessor's Block: 3722; Lot: 071;**  
**Zoning: C-3-O; Height & Bulk District: 150-S**  
**Category I Building under Article 11 of the Planning Code; New Montgomery – Second Street Conservation District**

Dear Mr. Guiffre:

This letter is to notify you formally that per Section 1111.1 of the Planning Code, it has been determined that your proposed project at 138 Minna Street is a Minor Alteration to a Category I Building under the Downtown Plan.

The proposed alteration would modify portions of two existing ground-level commercial storefront bays facing Minna Street, among other interior upgrades. Specifically, the scope of work proposes in one of the two bays to replace the non-historic tile façade with smooth stucco to match the color of the adjacent bricks, enlarge the window opening to fit within the architectural and structural frame, and install a new anodized aluminum framed storefront system. The second of the two bays proposes to replace the non-historic entry door and sidelight with a new anodized aluminum door and sidelight, and retain the bulkhead, storefront glazing, storefront frame and restore existing cast iron elements. The existing mezzanine level windows will be retained and repaired. No other exterior changes or material modifications will occur under this permit; exterior signage will be under a separate permit.

Section 1111.1 (b) of the Planning Code states in pertinent part that:

*An alteration is considered minor if the alteration will not substantially change, obscure or destroy exterior character-defining spaces, materials, features or finishes as a result of the project; the alteration would not affect all or any substantial part of a building's structural elements, exterior walls or exterior ornamentation; the alteration does not result in an addition; and the alteration of the ground-floor display areas within the architectural frame (piers and lintels) of the building to meet the needs of first floor commercial uses.*

**The proposed alterations, which also meet the needs of egress codes, meet the criterion for a Minor Alteration under this section of the Planning Code.**

1650 Mission  
Suite 400  
San Francisco  
CA 94103-24

Reception:  
**415.558.63**

Fax:  
**415.558.64**

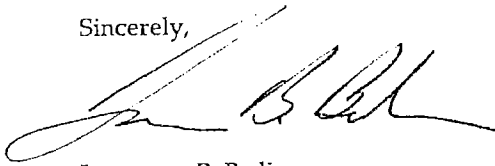
Planning  
Information:  
**415.558.63**

April 15, 2009  
Letter of Minor Alteration  
100 New Montgomery Street (a.k.a. 138 Minna Street)

If you have substantial reason to believe that there was an error in the interpretation of the Planning Code, or abuse of discretion on the part of the Zoning Administrator, you may file an appeal with the Board of Appeals within 10 days of the date of this letter.

Should you have any questions about the contents of this letter, please contact Angela Threadgill at 558-6602 before Monday, April 27, 2009.

Sincerely,



Lawrence B. Badiner,  
Zoning Administrator

cc: Historic Preservation Commission, 1650 Mission Street  
San Francisco Architectural Heritage, 2007 Franklin Street, 94109  
Sue Hestor, Esq., 870 Market Street, #1128, San Francisco, 94102

*G:\DOCUMENTS\Permit to Alter\Minor Alteration Letters\138 Minna - Minor Alteration letter.doc*



# SAN FRANCISCO PLANNING DEPARTMENT

---

June 22, 2009

Scott Clement  
Pollack Architecture  
111 Maiden Lane, Suite 350  
San Francisco, CA 94108

1650 Mission St.  
Suite 400  
San Francisco,  
CA 94103-2479

Reception:  
**415.558.6378**

Fax:  
**415.558.6409**

Planning  
Information:  
**415.558.6377**

**RE: 101 Kearny Street, Building Permit Application #: 2009.05.13.8280**  
**Assessor's Block: 0293; Lot: 004;**  
**Zoning: C-3-O; Height & Bulk District: 80-130-F; Category V Building in the Kearny-Market-Mason-Sutter Conservation District under Article 11 of the Planning Code**

Dear Mr. Clement:

This letter is to notify you formally that per Section 1111.1 of the Planning Code, it has been determined that your proposed project at 101 Kearny Street is a Minor Alteration to a Category V Building within the Kearny-Market-Mason-Sutter Conservation District under the Downtown Plan.

The scope of the work includes removing and replacing an existing non-historic window at the second-floor with a compatible window system, removing one banner sign structure on each street elevation, removing existing light fixtures and installing new light fixtures, installing two wall signs with indirect illumination, three non-illuminated blade signs, and two banner signs. A new projecting sign will be installed over the entrance that displays the name of the business and a digital clock. New exterior paint finishes are also proposed that meet Sections 6 and 7 of Appendix E of Article 11 of the Planning Code. All new tenant signage shall be reviewed under a separate permit application. No historic fabric is proposed to be removed as part of this proposal.

Section 1111.1 (b) of the Planning Code states in pertinent part that:

*An alteration is considered minor if...it is an alteration of the ground-floor display areas within the architectural frame (piers and lintels) of the building to meet the needs of first floor commercial uses*

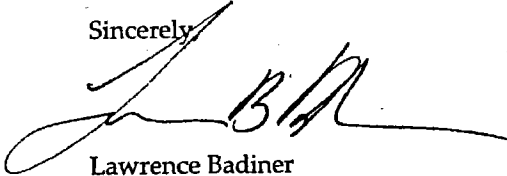
**The proposed alteration, which meets the needs of ground commercial uses, complies with the criterion for a Minor Alteration under this section of the Planning Code.**

If you have substantial reason to believe that there was an error in the interpretation of the Planning Code, or abuse of discretion on the part of the Zoning Administrator, you may file an appeal with the Board of Appeals within 10 days of the date of this letter. Should you have any questions about the contents of this letter, please contact Tim Frye at 575-6822 before Wednesday, July 1, 2009.

Scott Clement  
Pollack Architecture  
111 Maiden Lane, Suite 350  
San Francisco, CA 94108

June 22, 2009  
Letter of Minor Alteration  
101 Kearny Street  
Permit # 200905138280

Sincerely,

A handwritten signature in black ink, appearing to read 'L. Badiner', with a long horizontal flourish extending to the right.

Lawrence Badiner  
Zoning Administrator

cc: Historic Preservation Commission, 1650 Mission Street  
San Francisco Architectural Heritage, 2007 Franklin Street  
Sue Hestor, Attorney, 870 Market Street

TF: G:\PROJECTS\CASES\_PERMITS\Kearny\_101\_200905138280\Kearny\_101\_200905138280\_Minor\_Alt.doc



# SAN FRANCISCO PLANNING DEPARTMENT

---

May 5, 2009

Patrick Otellini  
Senior Associate  
A.R. Sanchez-Corea & Associates  
301 Junipero Serra Blvd, Suite 270  
San Francisco, CA 94127

1650 Mission St.  
Suite 400  
San Francisco,  
CA 94103-2479

Reception:  
415.558.6378

Fax:  
415.558.6409

Planning  
Information:  
415.558.6377

**RE: 156 Geary Street/155 Maiden Lane, Building Permit Application #: 2008/12/29/9257**  
**Assessor's Block: 0309; Lot: 009;**  
**Zoning: C-3-R; Height & Bulk District: 80-130-F; Category IV Building in the Kearny-Market-Mason-Sutter Conservation District under Article 11 of the Planning Code**

Dear Mr. Otellini:

This letter is to notify you formally that per Section 1111.1 of the Planning Code, it has been determined that your proposed project at 156 Geary Street, aka 155 Maiden Lane, is a Minor Alteration to a Category IV Building within the Kearny-Market-Mason-Sutter Conservation District under the Downtown Plan.

The scope of the work includes removing the existing non-historic storefront systems and signage on both elevations and replacing these elements with new compatible signage and systems. Due to seismic work as part of a previous project the original storefront configurations, openings, and masonry cladding along the ground-floor have been removed or substantially altered. The altered areas within the opening at the base of the Geary Street elevation shall be clad in Thassos stone or similar as explicitly approved by staff. The new storefront system shall be a dark-painted system and shall be configured with large expanses of glazing. The main entry doors shall remain recessed. The non-historic fire ladder and railings on the Geary Street elevation and the non-historic railings and landings on the Maiden Lane elevation shall be removed. The cornice on the Geary Street elevation shall be repaired. A canopy over the Geary Street entrance shall be installed within the entry opening only. No historic material would be removed from the building as a result of the project. All new tenant signage and awnings shall be reviewed under a separate permit application.

Section 1111.1 (b) of the Planning Code states in pertinent part that:

*An alteration is considered minor if...it is an alteration of the ground-floor display areas within the architectural frame (piers and lintels) of the building to meet the needs of first floor commercial uses*

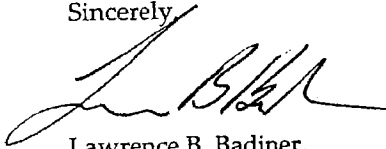
**The proposed alteration, which meet the needs of ground commercial uses, meet the criterion for a Minor Alteration under this section of the Planning Code.**

Patrick Otellini  
Senior Associate  
A.R. Sanchez-Corea & Associates  
301 Junipero Serra Blvd., Suite 270  
San Francisco, CA 94127

May 5, 2009  
Letter of Minor Alteration  
156 Geary Street/155 Maiden Lane  
Permit # 200812299257

If you have substantial reason to believe that there was an error in the interpretation of the Planning Code, or abuse of discretion on the part of the Zoning Administrator, you may file an appeal with the Board of Appeals within 10 days of the date of this letter. Should you have any questions about the contents of this letter, please contact Tim Frye at 575-6822 before Monday, May 18, 2009.

Sincerely,



Lawrence B. Badiner,  
Zoning Administrator

cc: Historic Preservation Commission, 1650 Mission Street  
San Francisco Architectural Heritage, 2007 Franklin Street  
Sue Hestor, Attorney, 870 Market Street

TF: G:\PROJECTS\CASES\_PERMITS\Maiden\_Lane\_155\_200812299257\Maiden\_Lane\_200812299257\_Minor\_All.doc



# SAN FRANCISCO PLANNING DEPARTMENT

---

August 10, 2009

Tecta Associates  
Attn: John Pschenica  
2747 19<sup>th</sup> Street  
San Francisco, CA 94110

**RE: 170 O'Farrell Street**  
**Building Permit Application #: 2009.0727.5377**  
Assessor's Block: 0314; Lot: 004;  
Zoning: C-3-R; Height & Bulk District: 80-130-F  
Category I Building under Article 11 of the Planning Code;  
Kearny-Market-Mason-Sutter Conservation District

Dear Mr. Pschenica:

This letter is to notify you formally that per Section 1111.1 of the Planning Code, it has been determined that your proposed project at 170 O'Farrell Street (dba *Macy's*) is a Minor Alteration to a Category I Building under the Downtown Plan.

There are a series of commercial retail storefronts along O'Farrell Street within the historic *Macy's* facade; the proposed project is for the replacement of and alteration to one storefront bay to create a mid-block entrance into the department store. The proposed entrance bay will match the configuration, proportions and recessed vestibule of the existing entrances, and materials and profile will match that of the adjacent bays. The new black-anodized aluminum frame will be set behind the existing historic frame and the historic granite bulkhead will be repaired for re-use or replaced in-kind. Other than interior tenant improvements, no other work is proposed under the above permit. The alteration will not substantially change, obscure or destroy exterior character-defining materials, features or finishes as a result of the project and the alteration is to the ground floor display areas within the architectural frame of the building to meet the needs of the commercial use.

Section 1111.1 (b) of the Planning Code states in pertinent part that:

*An alteration is considered minor if the alteration will not substantially change, obscure or destroy exterior character-defining spaces, materials, features or finishes as a result of the project; the alteration would not affect all or any substantial part of a building's structural elements, exterior walls or exterior ornamentation; the alteration does not result in an addition; and the alteration of the ground-floor display areas within the architectural frame (piers and lintels) of the building to meet the needs of first floor commercial uses.*

1650 Mission St.  
Suite 400  
San Francisco,  
CA 94103-2479

Reception:  
**415.558.6378**

Fax:  
**415.558.6409**

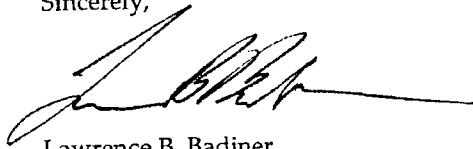
Planning  
Information:  
**415.558.6377**

August 10, 2009  
Letter of Minor Alteration  
170 O'Farrell Street

If you have substantial reason to believe that there was an error in the interpretation of the Planning Code, or abuse of discretion on the part of the Zoning Administrator, you may file an appeal with the Board of Appeals within 10 days of the date of this letter.

Should you have any questions about the contents of this letter, please contact Angela Threadgill at 558-6602 within ten (10) days of the date of this letter.

Sincerely,



Lawrence B. Badiner  
Zoning Administrator

cc: Landmarks Preservation Advisory Board, 1660 Mission Street  
San Francisco Architectural Heritage, 2007 Franklin Street, 94109  
Sue Hestor, Esq., 870 Market Street, #1128, San Francisco, 94102

AFT:G:\DOCUMENTS\Permit to Alter\Minor Alteration Letters\170 O'Farrell - Minor Alteration letter.doc





## SAN FRANCISCO PLANNING DEPARTMENT

---

November 24, 2009

Future Beverage, Inc.  
Attn: Brian Sheehy  
561 Geary Street  
San Francisco, CA 94102

RE: 246 – 250 Kearny Street  
Building Permit Application #: 2009.09.24.7576 R1  
Assessor's Block: 0288; Lot: 025;  
Zoning: C-3-O; Height & Bulk District: 80-130-F  
Category IV Building under Article 11 of the Planning Code; Kearny-Market-Mason-Sutter  
Conservation District

1650 Mission St.  
Suite 400  
San Francisco,  
CA 94103-2479

Reception:  
415.558.6378

Fax:  
415.558.6409

Planning  
Information:  
415.558.6377

Dear Mr. Sheehy:

This letter is to notify you formally that per Section 1111.1 of the Planning Code, it has been determined that your proposed project at 246-250 Kearny Street is a Minor Alteration to a Category IV Building under the Downtown Plan.

The proposed alteration is the first phase of a two-phase project that would modify the non-original existing ground-level storefront system. Specifically, the first phase proposes to replace the non-historic metal roll-up doors, plywood panels, awnings, signage, corrugated metal, wood siding, aluminum doors and windows, each located below the historic belt cornice and frieze. The piers and lintels of the four storefront bays would be repaired with smooth stucco to match the upper floors of the building. One bay would be altered with a storefront more typically found in the Conservation District consisting of a wooden storefront window, bulkhead, transoms, and recessed entry for the new tenant (dba *Rickhouse*). The three remaining bays would be altered with pairs of temporary wooden hinged doors, in front of which spaces are currently being used as a staging area for seismic upgrades for the building's primary occupant (dba *Stanford Hotel*). All ground level façade materials and wood framing are to be painted opaque earth-tone colors. The second phase to replace the temporary doors with new storefronts will be completed under a separate permit. No other exterior changes or material modifications will occur under this permit. The alteration will not substantially change, obscure or destroy exterior character-defining spaces, materials, features or finishes as a result of the project and the alteration is to the ground floor display areas within the architectural frame of the building to meet the needs of a new tenant.

Section 1111.1 (b) of the Planning Code states in pertinent part that:

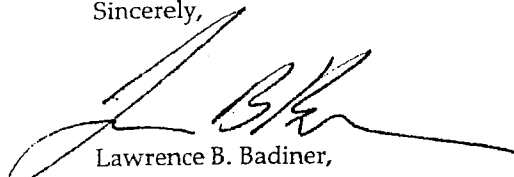
*An alteration is considered minor if the alteration will not substantially change, obscure or destroy exterior character-defining spaces, materials, features or finishes as a result of the project; the alteration would not affect all or any substantial part of a building's structural elements, exterior walls or exterior ornamentation; the alteration does not result in an addition; and the alteration of the ground-floor display areas within the architectural frame (piers and lintels) of the building to meet the needs of first floor commercial uses.*

November 24, 2009  
Letter of Minor Alteration  
246-250 Kearny Street

If you have substantial reason to believe that there was an error in the interpretation of the Planning Code, or abuse of discretion on the part of the Zoning Administrator, you may file an appeal with the Board of Appeals within 10 days of the date of this letter.

Should you have any questions about the contents of this letter, please contact Angela Threadgill at 558-6602 within 10 days of the date of this letter.

Sincerely,



Lawrence B. Badiner,  
Zoning Administrator

cc: Historic Preservation Commission, 1650 Mission Street  
San Francisco Architectural Heritage, 2007 Franklin Street, 94109  
Sue Hestor, Esq., 870 Market Street, #1128, San Francisco, 94102

*G:\DOCUMENTS\Minor Alteration Letters\800 Market - Minor Alteration letter.doc*



## SAN FRANCISCO PLANNING DEPARTMENT

---

June 5, 2009

Gary Bell and Associates  
Attn: Mr. Val Addams  
862 26<sup>th</sup> Avenue  
San Francisco, CA 94121

**RE: 251-253 Post Street**  
**Building Permit Application #: 2009.04.03.5540**  
**Assessor's Block: 0309; Lot: 024;**  
**Zoning: C-3-R; Height & Bulk District: 80-130-F**  
Category IV Building under Article 11 of the Planning Code; Kearny-Market-Mason-Sutter Conservation District

Dear Mr. Addams:

This letter is to notify you formally that per Section 1111.1 of the Planning Code, it has been determined that your proposed project at 251-253 Post Street is a Minor Alteration to a Category IV Building under the Downtown Plan.

The proposed work to be performed under this permit is limited to replacement of existing non-historic existing ground-level storefront system facing Post Street and Maiden Lane, which includes a new retail entrance and two retail display windows on the Maiden Lane facade, where none currently exists. The clear glazed storefronts will be framed by dark bronzed aluminum, and incorporate stone panels, as well as, bronzed metal panels. No other exterior changes or material modifications will occur. The alteration will not substantially change, obscure or destroy exterior character-defining spaces, materials, features or finishes as a result of the project and the alteration is to the ground floor display areas within the structural and architectural frame of the building to meet the needs of a new retail tenant (dba *Façonnable*). A Notice of Special Restrictions for the maintenance of the storefront and display areas of the property was recorded on June 1, 2009 as instrument number 2009I773114.

Section 1111.1 (b) of the Planning Code states in pertinent part that:

*An alteration is considered minor if the alteration will not substantially change, obscure or destroy exterior character-defining spaces, materials, features or finishes as a result of the project; the alteration would not affect all or any substantial part of a building's structural elements, exterior walls or exterior ornamentation; the alteration does not result in an addition; and the alteration of the ground-floor display areas within the architectural frame (piers and lintels) of the building to meet the needs of first floor commercial uses.*

If you have substantial reason to believe that there was an error in the interpretation of the Planning Code, or abuse of discretion on the part of the Zoning Administrator, you may file an appeal with the Board of Appeals within 10 days of the date of this letter.

1650 Mission  
Suite 400  
San Francisco  
CA 94103-24

Reception:  
**415.558.63**

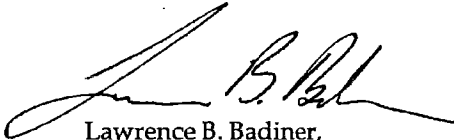
Fax:  
**415.558.64**

Planning  
Information:  
**415.558.63**

June 5, 2009  
Letter of Minor Alteration  
251-253 Post Street

Should you have any questions about the contents of this letter, please contact Angela Threadgill at 558-6602 before Monday, June 15, 2009.

Sincerely,



Lawrence B. Badiner,  
Zoning Administrator

cc: Landmarks Preservation Advisory Board, 1660 Mission Street  
San Francisco Architectural Heritage, 2007 Franklin Street, 94109  
Sue Hestor, Esq., 870 Market Street, #1128, San Francisco, 94102

• G:\DOCUMENTS\Permit to Alter\Minor Alteration Letters\251 Post - Minor Alteration letter.doc



## SAN FRANCISCO PLANNING DEPARTMENT

---

June 17, 2009

Robert Tsurimoto Kirsten, LEED AP  
Associate  
Marmol Radziner and Associates  
12210 Nebraska Avenue  
Los Angeles, CA 90025

1650 Mission St.  
Suite 400  
San Francisco,  
CA 94103-2479

Reception:  
415.558.6378

Fax:  
415.558.6409

Planning  
Information:  
415.558.6377

RE: 36 Geary Street, Building Permit Application #: 2009.03.24.4723  
Assessor's Block: 0310; Lot: 008;  
Zoning: C-3-R; Height & Bulk District: 80-130-E; Category I Building in the Kearny-Market-Mason-Sutter Conservation District under Article 11 of the Planning Code

Dear Mr. Kirsten:

This letter is to notify you formally that per Section 1111.1 of the Planning Code, it has been determined that your proposed project at 36 Geary Street is a Minor Alteration to a Category I Building within the Kearny-Market-Mason-Sutter Conservation District under the Downtown Plan.

The scope of the work includes removing the existing non-historic storefront system and signage and replacing these elements with new compatible signage and storefront system. A horizontal metal panel will separate the main storefront glass from the transom area. All glazing shall be clear vision glass. Above the transom area louvers will be installed behind an architecturally finished grille to conceal their appearance from the public right-of-way. The storefront shall have a dark painted or powder coated finish. All new tenant signage shall be reviewed under a separate permit application. No historic fabric is proposed to be removed as part of this proposal.

Section 1111.1 (b) of the Planning Code states in pertinent part that:

*An alteration is considered minor if...it is an alteration of the ground-floor display areas within the architectural frame (piers and lintels) of the building to meet the needs of first floor commercial uses*

The proposed alteration, which meets the needs of ground commercial uses, complies with the criterion for a Minor Alteration under this section of the Planning Code.

If you have substantial reason to believe that there was an error in the interpretation of the Planning Code, or abuse of discretion on the part of the Zoning Administrator, you may file an appeal with the Board of Appeals within 10 days of the date of this letter. Should you have any questions about the contents of this letter, please contact Tim Frye at 575-6822 before Wednesday, June 24, 2009.

Robert Tsurimoto Kirsten, LEED AP  
Associate  
Marmol Radziner and Associates  
12210 Nebraska Avenue  
Los Angeles, CA 90025

June 17, 2009  
Letter of Minor Alteration  
36 Geary Street  
Permit # 200903244723

Sincerely,



Craig Nikitas  
Acting Zoning Administrator

cc: Historic Preservation Commission, 1650 Mission Street  
San Francisco Architectural Heritage, 2007 Franklin Street  
Sue Hestor, Attorney, 870 Market Street

TF: G:\PROJECTS\CASES\_PERMITS\Geary\_36\_200903244723\Geary\_36\_200903244723\_Minor\_Alt.doc



## SAN FRANCISCO PLANNING DEPARTMENT

---

September 4, 2009

Lowney Architecture  
Attn: John Skrivanich / Tony Valadez  
360 17<sup>th</sup> Street, Suite 100  
Oakland, CA 94612

RE: 369 Pine Street  
Building Permit Application #: 2009.08.21.5304  
Assessor's Block: 0268; Lot: 012;  
Zoning: C-3-O; Height & Bulk District: 150-S  
Category IV Building under Article 11 of the Planning Code; Pine-Sansome Conservation District

Dear Mr. Skrivanich and Mr. Valadez:

This letter is to notify you formally that per Section 1111.1 of the Planning Code, it has been determined that your proposed project at 369 Pine Street is a Minor Alteration to a Category IV Building under the Downtown Plan.

The proposed alteration would modify the non-historic ground-level storefront system and non-original appendages on the east side facade facing an interior court, among other interior tenant improvements for the existing business (dba *Specialty's Café & Bakery*). Specifically, the scope of work proposes to remove the non-historic, one-story glass and canopy enclosures to create an outdoor seating area. After removal of the enclosures, the masonry will be cleaned, patched and repaired to match the surface, texture and material as the historic masonry; abrasive cleaning will not be a method to clean the masonry. One storefront entry bay on the east side façade will be modified with a new aluminum framed door within the existing framework and a new exterior concrete stair and landing. No other exterior changes or material modifications will occur. The alteration will not substantially change, obscure or destroy exterior character-defining spaces, materials, features or finishes as a result of the project and the alteration is to the ground floor display areas within the architectural frame of the building to meet the needs of the existing restaurant.

Section 1111.1 (b) of the Planning Code states in pertinent part that:

*An alteration is considered minor if the alteration will not substantially change, obscure or destroy exterior character-defining spaces, materials, features or finishes as a result of the project; the alteration would not affect all or any substantial part of a building's structural elements, exterior walls or exterior ornamentation; the alteration does not result in an addition; and the alteration of the ground-floor display areas within the architectural frame (piers and lintels) of the building to meet the needs of first floor commercial uses.*

The proposed alterations, which also meet the needs of egress and accessibility codes, meet the criteria for a Minor Alteration under this section of the Planning Code.

1650 Mission  
Suite 400  
San Francisco  
CA 94103-24

Reception:  
415.558.63

Fax:  
415.558.64

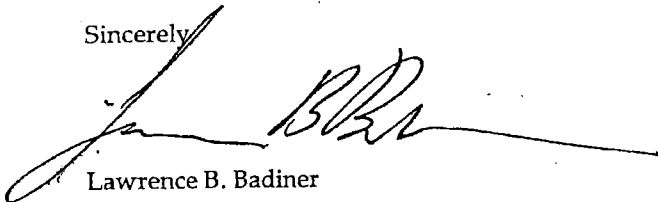
Planning  
Information:  
415.558.63

September 4, 2009  
Letter of Minor Alteration  
369 Pine Street

If you have substantial reason to believe that there was an error in the interpretation of the Planning Code, or abuse of discretion on the part of the Zoning Administrator, you may file an appeal with the Board of Appeals within 10 days of the date of this letter.

Should you have any questions about the contents of this letter, please contact Angela Threadgill at 558-6602.

Sincerely

A handwritten signature in black ink, appearing to read 'Lawrence B. Badiner', with a long horizontal flourish extending to the right.

Lawrence B. Badiner  
Zoning Administrator

cc: David Fuelle, The Swig Company LLC, 220 Montgomery Street, 20<sup>th</sup> Floor, 94104  
Margaret Yuen, Recording Secretary, Historic Preservation Commission, 1650 Mission Street  
San Francisco Architectural Heritage, 2007 Franklin Street, 94109  
Sue Hestor, Esq., 870 Market Street, #1128, San Francisco, 94102

G:\DOCUMENTS\Permit to Alter\Minor Alteration Letters\369 Pine - Minor Alteration letter.doc





## SAN FRANCISCO PLANNING DEPARTMENT

---

November 4, 2009

Consortium, Inc.  
Attn: Elmer W. Lin  
2120 18<sup>th</sup> Avenue  
San Francisco, CA 94116

**RE: 5 Claude Lane (aka 425 Bush Street)**  
**Building Permit Application #: 2009.10.16.9192**  
Assessor's Block: 0287; Lot: 023;  
Zoning: C-3-O; Height & Bulk District: 80-130-F  
Category IV Building under Article 11 of the Planning Code;  
Kearny-Market-Mason-Sutter Conservation District

Dear Mr. Lin:

This letter is to notify you formally that per Section 1111.1 of the Planning Code, it has been determined that your proposed project at 5 Claude Lane is a Minor Alteration to a Category IV Building under the Downtown Plan.

The subject property, located at the southwest corner of Bush Street and Claude Lane, exhibits continuous non-historic aluminum storefront bays along the ground level of both street frontages. The scope of work proposes to replace one non-historic aluminum door and frame on Claude Lane with a new handicap accessible pre-finished aluminum door and frame to match the existing storefront's trim profile and color. The scope of work also proposes to replace the fixed glazing above the door with operable pre-finished aluminum transom windows. No other work is proposed under the above permit. The alteration will not substantially change exterior character-defining features as a result of the project and the alteration is to the ground floor display areas within the architectural frame (piers and lintel) of the building to meet the needs of the commercial use.

Section 1111.1 (b) of the Planning Code states in pertinent part that:

*An alteration is considered minor if the alteration will not substantially change, obscure or destroy exterior character-defining spaces, materials, features or finishes as a result of the project; the alteration would not affect all or any substantial part of a building's structural elements, exterior walls or exterior ornamentation; the alteration does not result in an addition; and the alteration of the ground-floor display areas within the architectural frame (piers and lintels) of the building to meet the needs of first floor commercial uses.*

The proposed alterations, which meet the needs of egress codes, meet the criterion for a Minor Alteration under this section of the Planning Code.

1650 Mission St.  
Suite 400  
San Francisco,  
CA 94103-2479

Reception:  
**415.558.6378**

Fax:  
**415.558.6409**

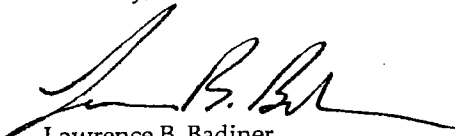
Planning  
Information:  
**415.558.6377**

November 4, 2009  
Letter of Minor Alteration  
5 Claude Lane

If you have substantial reason to believe that there was an error in the interpretation of the Planning Code, or abuse of discretion on the part of the Zoning Administrator, you may file an appeal with the Board of Appeals within 10 days of the date of this letter.

Should you have any questions about the contents of this letter, please contact Angela Threadgill at 558-6602 within ten (10) days of the date of this letter.

Sincerely,



Lawrence B. Badiner  
Zoning Administrator

cc: Historic Preservation Commission, 1650 Mission Street  
San Francisco Architectural Heritage, 2007 Franklin Street, 94109  
Sue Hestor, Esq., 870 Market Street, #1128, San Francisco, 94102

*AFT:G:\DOCUMENTS\Permit to Alter\Minor Alteration Letters\5 Claude Lane - Minor Alteration letter.doc*



# SAN FRANCISCO PLANNING DEPARTMENT

---

July 31, 2009

Hornberger & Worstell, Inc.  
Attn: John C. Davis  
170 Maiden Lane, #700  
San Francisco, CA 94108

RE: 524 Post Street  
Building Permit Application #: 2009.07.16.2793  
Assessor's Block: 0297; Lot: 005;  
Zoning: C-3-G; Height & Bulk District: 80-130-F  
Category I Building under Article 11 of the Planning Code;  
Kearny-Market-Mason-Sutter Conservation District

1650 Mission St.  
Suite 400  
San Francisco,  
CA 94103-2479

Reception:  
415.558.6378

Fax:  
415.558.6409

Planning  
Information:  
415.558.6377

Dear Mr. Davis:

This letter is to notify you formally that per Section 1111.1 of the Planning Code, it has been determined that your proposed project at 524 Post Street, The Olympic Club, is a Minor Alteration to a Category I Building under the Downtown Plan.

The proposed alteration would expand the existing 139,971 sq. ft. building; specifically the project is to expand the existing 4,317 square-foot 6<sup>th</sup> floor penthouse with an 1,365 square-foot horizontal addition. The proposed addition would be contained within the existing building footprint on unoccupied roof area and would be setback eight feet from the south (front) parapet wall to match the existing setback of the existing penthouse, and setback 25 feet from the east (side) parapet. The penthouse's addition would abut the adjacent property to the west, which is approximately seven stories tall. The height of the proposed addition will be 16 feet (measured from the roof surface), or approximately 198 feet in height, to match an existing pavilion structure, but would be less than the total building height of approximately 202 feet. The proposed addition would not be visible from the immediate public right-of-way (within 150 ft. of the subject property); would not substantially change or destroy character defining spaces or finishes; would not affect any substantial part of the building's structural elements, walls or ornamentation; and would not result in an addition of height above the existing height of the building. No other exterior changes or material modifications will occur.

Section 1111.1 (b) of the Planning Code states in pertinent part that:

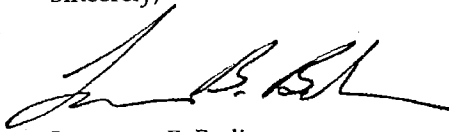
*An alteration is considered minor if the alteration will not substantially change, obscure or destroy exterior character-defining spaces, materials, features or finishes as a result of the project; the alteration would not affect all or any substantial part of a building's structural elements, exterior walls or exterior ornamentation; and the alteration does not result in a substantial addition of height above the height of the building.*

July 31, 2009  
Letter of Minor Alteration  
524 Post Street

If you have substantial reason to believe that there was an error in the interpretation of the Planning Code, or abuse of discretion on the part of the Zoning Administrator, you may file an appeal with the Board of Appeals within 10 days of the date of this letter.

Should you have any questions about the contents of this letter, please contact Angela Threadgill at 558-6602.

Sincerely,



Lawrence B. Badiner,  
Zoning Administrator

cc: Margaret Yuen, Recording Secretary, Historic Preservation Commission, 1650 Mission Street  
San Francisco Architectural Heritage, 2007 Franklin Street, 94109  
Sue Hestor, Esq., 870 Market Street, #1128, San Francisco, 94102

G:\DOCUMENTS\Permit to Alter\Minor Alteration Letters\524 Post St - addition - Minor Alteration letter.doc



## SAN FRANCISCO PLANNING DEPARTMENT

September 24, 2009

D2S Dixon Design Studio  
Attn: Tom Dixon  
156 Woodbine Drive  
Mill Valley, CA 94941

RE: 558 Sacramento Street  
Building Permit Application #: 2009.09.03.6144  
Assessor's Block: 0228; Lot: 009;  
Zoning: C-3-O; Height & Bulk District: 75-X  
Category IV Building under Article 11 of the Planning Code; Commercial-Leidesdorff  
Conservation District

1650 Mission  
Suite 400  
San Francisco  
CA 94103-24

Reception:  
415.558.63

Fax:  
415.558.64

Planning  
Information:  
415.558.63

Dear Mr. Dixon:

This letter is to notify you formally that per Section 1111.1 of the Planning Code, it has been determined that your proposed project at 558 Sacramento Street is a Minor Alteration to a Category IV Building under the Downtown Plan.

The proposed project is the renovation of an existing ground level storefront, located at the corner of Sacramento and Leidesdorff Streets, associated with the new tenant (dba *Wayfare Republic Restaurant*). Specifically, the proposal is to install three new fabric awnings within the width of the each existing storefront and entry bays on the Sacramento Street facade, and to install five exterior light sconces, centered on the existing piers of the Sacramento and Leidesdorff Street facades. The project seeks to retain all existing storefront glazing, transoms, framing, piers, bulkhead and other architectural framework. Three café tables adjacent to the storefront will serve as outdoor seating demarcated with a hinged metal railing to fold inward during non-business hours. The project also seeks to comply with egress and accessibility codes. Other than the above described work and interior tenant improvements, no other work is proposed under the above permit; signage will be under a separate permit. The alteration will not substantially change, obscure or destroy exterior character-defining materials, features or finishes as a result of the project and the alteration is to the ground floor display areas within the architectural frame of the building to meet the needs of the commercial use.

Section 1111.1 (b) of the Planning Code states in pertinent part that:

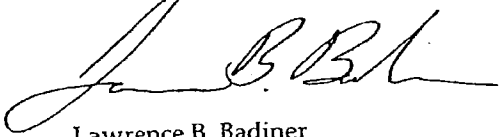
*An alteration is considered minor if the alteration will not substantially change, obscure or destroy exterior character-defining spaces, materials, features or finishes as a result of the project; the alteration would not affect all or any substantial part of a building's structural elements, exterior walls or exterior ornamentation; the alteration does not result in an addition; and the alteration of the ground-floor display areas within the architectural frame (piers and lintels) of the building to meet the needs of first floor commercial uses.*

September 22, 2009  
Letter of Minor Alteration  
558 Sacramento Street

If you have substantial reason to believe that there was an error in the interpretation of the Planning Code, or abuse of discretion on the part of the Zoning Administrator, you may file an appeal with the Board of Appeals within 10 days of the date of this letter.

Should you have any questions about the contents of this letter, please contact Angela Threadgill at 558-6602 within ten (10) days of the date of this letter.

Sincerely,



Lawrence B. Badiner  
Zoning Administrator

cc: Historic Preservation Commission, 1650 Mission Street  
San Francisco Architectural Heritage, 2007 Franklin Street, 94109  
Sue Hestor, Esq., 870 Market Street, #1128, San Francisco, 94102

G:\DOCUMENTS\Permit to Alter\Minor Alteration Letters\558 Sacramento - Minor Alteration letter.doc



# SAN FRANCISCO PLANNING DEPARTMENT

---

October 7, 2009

The Albert Group  
Attn: Bruce Albert  
114 Sansome Street, Suite 710  
San Francisco, CA 94107

RE: 560 Sacramento Street (aka 215 Leidesdorff Street)  
Building Permit Application #: 2009.09.09.6416  
Assessor's Block: 0228; Lot: 010;  
Zoning: C-3-O; Height & Bulk District: 75-X  
Category IV Building under Article 11 of the Planning Code;  
Commercial-Leidesdorff Conservation District

Dear Mr. Albert:

This letter is to notify you formally that per Section 1111.1 of the Planning Code, it has been determined that your proposed project at 560 Sacramento Street is a Minor Alteration to a Category IV Building under the Downtown Plan.

The property, located at the southwest corner of Commercial and Leidesdorff Streets, exhibits continuous commercial storefront bays along the ground level of both street frontages with one historic arched entrance and two non-historic aluminum door entries. The scope of work proposes to replace the non-historic aluminum doors and frames with new wood doors and frames to match the historic trim profile and color. The scope of work also proposes to replace and alter one storefront bay, within the same width of the existing opening, to create an additional door to meet egress codes. The proposed wood door will match the configuration and proportions of the existing entrances and the new wood frame will be set behind the existing historic frame to limit the removal of historic fabric. No other work is proposed under the above permit. The alteration will not substantially change exterior character-defining features as a result of the project and the alteration is to the ground floor display areas within the architectural frame of the building to meet the needs of the commercial use.

Section 1111.1 (b) of the Planning Code states in pertinent part that:

*An alteration is considered minor if the alteration will not substantially change, obscure or destroy exterior character-defining spaces, materials, features or finishes as a result of the project; the alteration would not affect all or any substantial part of a building's structural elements, exterior walls or exterior ornamentation; the alteration does not result in an addition; and the alteration of the ground-floor display areas within the architectural frame (piers and lintels) of the building to meet the needs of first floor commercial uses.*

The proposed alterations, which meet the needs of egress codes, meet the criterion for a Minor Alteration under this section of the Planning Code.

1650 Mission St.  
Suite 400  
San Francisco,  
CA 94103-2479

Reception:  
415.558.6378

Fax:  
415.558.6409

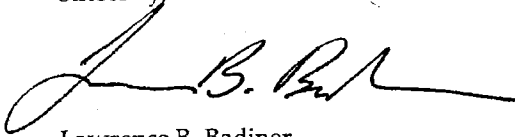
Planning  
Information:  
415.558.6377

October 7, 2009  
Letter of Minor Alteration  
560 Sacramento Street

If you have substantial reason to believe that there was an error in the interpretation of the Planning Code, or abuse of discretion on the part of the Zoning Administrator, you may file an appeal with the Board of Appeals within 10 days of the date of this letter.

Should you have any questions about the contents of this letter, please contact Angela Threadgill at 558-6602 within ten (10) days of the date of this letter.

Sincerely,



Lawrence B. Badiner  
Zoning Administrator

cc: Historic Preservation Commission, 1650 Mission Street  
San Francisco Architectural Heritage, 2007 Franklin Street, 94109  
Sue Hestor, Esq., 870 Market Street, #1128, San Francisco, 94102

*AFT:G:\DOCUMENTS\Permit to Alter\Minor Alteration Letters\215 Leidesdorff- Minor Alteration letter.doc*





# SAN FRANCISCO PLANNING DEPARTMENT

---

December 18, 2009

Centerstone Project Management  
Attn: Mr. Ron Erickson  
1965 Market Street  
San Francisco, CA 94103

1650 Mission St.  
Suite 400  
San Francisco,  
CA 94103-2479

Reception:  
415.558.6378

Fax:  
415.558.6409

Planning  
Information:  
415.558.6377

**RE:** 609 Market Street  
Building Permit Application #: 2009.10.27.9926  
Assessor's Block: 3707; Lot: 002A;  
Zoning: C-3-O; Height & Bulk District: 150-S  
Category IV Building under Article 11 of the Planning Code;  
New Montgomery-Second Street Conservation District

Dear Mr. Erickson:

This letter is to notify you formally that per Section 1111.1 of the Planning Code, it has been determined that your proposed project at 609 Market Street is a Minor Alteration to a Category IV Building under the Downtown Plan.

The subject property, located midblock on the south side of Market Street between Second Street and New Montgomery Street, exhibits non-historic ground floor storefront bays and building entry. The scope of work proposes to replace the non-historic aluminum canopy above the building entry and entry door with a new pre-finished aluminum canopy and a new handicap accessible pre-finished aluminum door. The scope of work also proposes to install a new HVAC mechanical unit at the roof level, set back approximately 25 feet from the front façade, and interior renovations to the non-historic lobby. No other work is proposed under the above permit. The alteration will not substantially change exterior character-defining features as a result of the project, the alteration is to the ground floor display areas within the architectural frame (piers and lintel) of the building to meet the needs of the commercial use, and the alteration does not result in a substantial addition of height above the height of the building.

Section 1111.1 (b) of the Planning Code states in pertinent part that:

*An alteration is considered minor if the alteration will not substantially change, obscure or destroy exterior character-defining spaces, materials, features or finishes as a result of the project; the alteration would not affect all or any substantial part of a building's structural elements, exterior walls or exterior ornamentation; the alteration does not result in an addition; and the alteration of the ground-floor display areas within the architectural frame (piers and lintels) of the building to meet the needs of first floor commercial uses.*

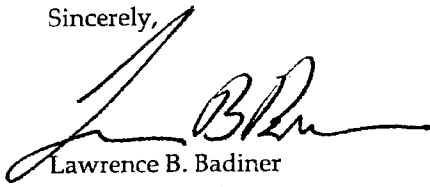
The proposed alterations, which meet the needs of egress codes, meet the criterion for a Minor Alteration under this section of the Planning Code.

December 18, 2009  
Letter of Minor Alteration  
609 Market Street

If you have substantial reason to believe that there was an error in the interpretation of the Planning Code, or abuse of discretion on the part of the Zoning Administrator, you may file an appeal with the Board of Appeals within 10 days of the date of this letter.

Should you have any questions about the contents of this letter, please contact Angela Threadgill at 558-6602 within ten (10) days of the date of this letter.

Sincerely,



Lawrence B. Badiner  
Zoning Administrator

cc: Historic Preservation Commission, 1650 Mission Street  
San Francisco Architectural Heritage, 2007 Franklin Street, 94109  
Sue Hestor, Esq., 870 Market Street, #1128, San Francisco, 94102

*AFT:G:\DOCUMENTS\Permit to Alter\Minor Alteration Letters\607-609 Market St - Minor Alteration letter.doc*



## SAN FRANCISCO PLANNING DEPARTMENT

---

March 18, 2009

Clark Manus  
Heller Manus Architects  
221 Main Street, #940  
San Francisco, CA 94105

1650 Mission St.  
Suite 400  
San Francisco,  
CA 94103-2479

Reception:  
415.558.6378

Fax:  
415.558.6409

Planning  
Information:  
415.558.6377

**RE: 660 Market Street, Building Permit Application #: 2008/10/23/4945**  
**Assessor's Block: 0311; Lot: 005;**  
**Zoning: C-3-O; Height & Bulk District: 250-S; Category I Building under Article 11**  
**of the Planning Code**

Dear Mr. Manus:

This letter is to notify you formally that per Section 1111.1 of the Planning Code, it has been determined that your proposed project at 660 Market Street is a Minor Alteration to a Category I Building under the Downtown Plan.

The scope of the work includes removing the existing non-historic storefront system, stucco signage band, signage, and butt-glazed transom area and replacing these elements with a new storefront system. The new storefront system shall be a dark-painted, front-set system and shall be configured with a large expanse of glazing. The storefront system shall have a butt-glazed corner at the location of the recessed main entry door(s). The painted door(s) shall be framed with a large center lite. A bulkhead shall wrap the base of the storefront at a height of approximately 18 inches and shall align with the kickplate of the entry door(s). The transom area will be replaced with a new multi-divided-lite arched transom based on the existing historic transom located at the adjacent storefront. This transom shall be fixed in place; however, it shall appear to be operable by increasing the width and profile of the two main vertical mullions.

A sign band shall be provided at the horizontal area between the transom and the main storefront. This band shall run the length of the storefront and shall be 10 to 12 inches in height but shall not exceed 12 inches. A single blade sign shall be accommodated approximately at the height of the sign band and shall be attached to the new storefront system and shall not be attached to the terra cotta. If the sign is to be illuminated, it shall have a remote transformer and there shall be no exposed conduit running on the exterior of the building. No part of the sign may obscure any of the architectural details of the subject building.

No historic material shall be removed from the building as a result of the project. While described above, all new tenant signage and awnings shall be reviewed under a separate permit application.

Clark Manus  
Heller Manus Architects  
221 Main Street, #940  
San Francisco, CA 94105

March 18, 2009  
Letter of Minor Alteration  
660 Market Street

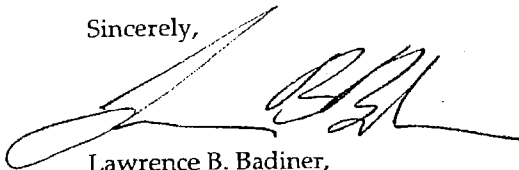
Section 1111.1 (b) of the Planning Code states in pertinent part that:

*An alteration is considered minor if...it is an alteration of the ground-floor display areas within the architectural frame (piers and lintels) of the building to meet the needs of first floor commercial uses*

**The proposed alteration, which meet the needs of ground commercial uses, meet the criterion for a Minor Alteration under this section of the Planning Code.**

If you have substantial reason to believe that there was an error in the interpretation of the Planning Code, or abuse of discretion on the part of the Zoning Administrator, you may file an appeal with the Board of Appeals within 10 days of the date of this letter. Should you have any questions about the contents of this letter, please contact Tim Frye at 575-6822 before Wednesday, September 10, 2008.

Sincerely,



Lawrence B. Badiner,  
Zoning Administrator

cc: Historic Preservation Commission, 1650 Mission Street  
San Francisco Architectural Heritage, 2007 Franklin Street  
Sue Hestor, Attorney, 870 Market Street

TF: G:\PROJECTS\CASES\_PERMITS\Market\_660\_200810234945\_Minor\_Alt.doc



## SAN FRANCISCO PLANNING DEPARTMENT

---

February 24, 2009

Tecta Associates  
Attn: Brent Lords, Architect, LEED AP  
2747 19th Street  
San Francisco, CA 94110

1650 Mission  
Suite 400  
San Francisco  
CA 94103-24

Reception:  
415.558.63

Fax:  
415.558.64

Planning  
Information:  
415.558.63

**RE: 71 Powell Street (a.k.a. 111 Ellis Street)**  
**Building Permit Application #: 2009.0206.1563**  
**Assessor's Block: 0330; Lot: 001;**  
**Zoning: C-3-R; Height & Bulk District: 80-130-F**  
Category IV Building under Article 11 of the Planning Code; Kearny-Market-Mason-Sutter Conservation District

Dear Mr. Lords:

This letter is to notify you formally that per Section 1111.1 of the Planning Code, it has been determined that your proposed project at 71 Powell Street is a Minor Alteration to a Category IV Building under the Downtown Plan.

The proposed alteration would modify the non-original existing ground-level storefront system facing Powell and Ellis Streets currently occupied by a music retail store (dba *Rasputin*) for a new retail tenant (dba *Swarovski*). Specifically, the scope of work proposes to remove non-historic materials existing below the 2<sup>nd</sup> floor beltcourse, which includes the non-historic marble panels on the architectural piers installed circa 1970, the non-historic aluminum framed storefronts, and the non-historic tiled concrete bulkhead installed circa 1985. On-site investigative work concluded that no historic materials remain beneath the existing storefront materials. The architectural piers would be faced with new granite and the bulkhead will be repaired and faced with prefinished metal panels. The new clear storefront windows and entrance doors would be enframed with pre-finished anodized aluminum with a narrow profile. The recessed entrance to the retail store would remain on the Powell Street façade. Fabric awnings would be installed above each storefront bay on the Ellis Street facade and would serve to cover seismic work installed in 1998 (currently covered by music posters). No other exterior changes or material modifications will occur. The alteration will not substantially change, obscure or destroy exterior character-defining spaces, materials, features or finishes as a result of the project and the alteration is to the ground floor display areas within the architectural frame of the building to meet the needs of a new retail tenant.

Section 1111.1 (b) of the Planning Code states in pertinent part that:

*An alteration is considered minor if the alteration will not substantially change, obscure or destroy exterior character-defining spaces, materials, features or finishes as a result of the project; the alteration would not affect all or any substantial part of a building's structural elements, exterior walls or exterior ornamentation; the alteration does not result in an addition; and the alteration of the ground-floor display*

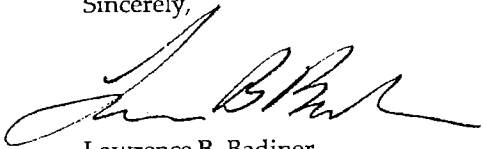
February 24, 2009  
Letter of Minor Alteration  
71 Powell Street

*areas within the architectural frame (piers and lintels) of the building to meet the needs of first floor commercial uses.*

If you have substantial reason to believe that there was an error in the interpretation of the Planning Code, or abuse of discretion on the part of the Zoning Administrator, you may file an appeal with the Board of Appeals within 10 days of the date of this letter.

Should you have any questions about the contents of this letter, please contact Angela Threadgill at 558-6602 before Thursday, March 5, 2009.

Sincerely,



Lawrence B. Badiner,  
Zoning Administrator

cc: Historic Preservation Commission, 1660 Mission Street  
San Francisco Architectural Heritage, 2007 Franklin Street, 94109  
Sue Hestor, Esq., 870 Market Street, #1128, San Francisco, 94102

G:\DOCUMENTS\Minor Alteration Letters\800 Market - Minor Alteration letter.doc



# SAN FRANCISCO PLANNING DEPARTMENT

---

March 30, 2010

Joyce Chu  
Modus Consulting, LLC  
833 Market Street #805  
San Francisco, CA 94103

**RE: 100 Powell Street**  
**Building Permit Application #: 2009.08.19.5160**  
**Assessor's Block: 0327; Lot: 012**  
**Zoning: C-3-R; Height & Bulk District: 80-130-F**  
Category IV Building under Article 11 of the Planning Code; Kearny-Market-Mason-Sutter Conservation District

Dear Ms. Chu:

This letter is to notify you formally that, per Section 1111.1 of the Planning Code, it has been determined that your proposed project at 100 Powell Street is a Minor Alteration to a Category IV (Contributory) Building under the Downtown Plan.

The proposed alteration is the installation of a wireless telecommunications service (WTS) facility operated by Clearwire Corporation, which would include antennas, an equipment cabinet and telecommunications cables housed in cable trays. Specifically, one of the antennas would be mounted to the top of the central penthouse and would be concealed in a radome setback approximately 17 feet from the Powell Street façade. The antenna would project approximately four feet above the existing penthouse. The 17-foot setback combined with a mounting height of approximately 80 feet would make the antenna not visible or minimally visible from adjacent public rights-of-way. The other antenna would also be concealed in a radome and would be mounted on the top of the northeastern mechanical penthouse projecting four feet from the top of the penthouse. The antenna would be minimally visible from the public right-of-way from one vantage point as viewed through an adjacent surface parking lot found on the Ellis Street frontage. The antenna would not be visible from any other public right-of-way as it would be setback approximately 64 feet from the Powell Street frontage and approximately 105 feet from the Ellis Street frontage.

The proposed equipment cabinet would be mounted on the northerly façade of the mechanical penthouse, which is not visible from any public right-of-way. Cable trays would be mounted flat on the rooftop completely hidden behind parapets and would not be visible along with the cable runs on the façades of the central penthouse, which are not visible from public rights-of-way due to the penthouse's set-back from the building walls. One cable tray would be minimally visible as it would ascend up the easterly, blank wall of the building adjacent to the aforementioned surface parking lot. The cable tray is expected to blend with larger, adjacent, vertical vent shafts.

1650 Mission St.  
Suite 400  
San Francisco,  
CA 94103-2479

Reception:  
**415.558.6378**

Fax:  
**415.558.6409**

Planning  
Information:  
**415.558.6377**

March 30, 2010  
Letter of Minor Alteration  
100 Powell Street

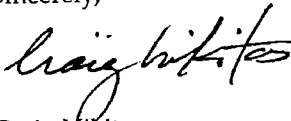
No other exterior changes or material modifications will occur under this permit. The alteration will not substantially change, obscure, or destroy exterior character-defining spaces, materials, features or finishes as a result of the project.

Pursuant to Section 1111.1 (b) of the Planning Code, an alteration is considered minor if the alteration will not substantially change, obscure or destroy exterior character-defining spaces, materials, features, or finishes as a result of the project; the alteration would not affect all or any substantial part of a building's structural elements, exterior walls, or exterior ornamentation; and the alteration does not result in a substantial addition of height above the height of the building.

If you have substantial reason to believe that there was an error in the interpretation of the Planning Code, or abuse of discretion on the part of the Zoning Administrator, you may file an appeal with the Board of Appeals within 10 days of the date of this letter.

Should you have any questions about the contents of this letter, please contact Aaron Hollister at (415) 575-9078 within 10 days of the date of this letter.

Sincerely,



Craig Nikitas  
Acting Zoning Administrator

cc: Historic Preservation Commission, 1650 Mission Street, San Francisco, CA 94103  
San Francisco Architectural Heritage, 2007 Franklin Street, San Francisco, CA 94109  
Sue Hestor, Esq., 870 Market Street, #1128, San Francisco, 94102  
Aaron Hollister, Planning Department

G:\Building Permits\100 Powell Street\100 Powell Street - Minor Alteration Letter.doc





# SAN FRANCISCO PLANNING DEPARTMENT

---

June 10, 2010

Joyce Chu  
Modus Consulting, LLC  
833 Market Street #805  
San Francisco, CA 94103

**RE: 200 Sansome Street**  
**Building Permit Application #: 2010.01.29.5603**  
**Assessor's Block: 0261; Lot: 007**  
**Zoning: C-3-0; Height & Bulk District: 150-S**  
Category I Building under Article 11 of the Planning Code; Pine-Sansome Conservation District

Dear Ms. Chu:

This letter is to notify you formally that, per Section 1111.1 of the Planning Code, it has been determined that your proposed project at 200 Sansome Street is a Minor Alteration to a Category I (Significant) Building under the Downtown Plan.

The proposed alteration is the installation of a wireless telecommunications service (WTS) facility operated by Clearwire Corporation, which would include five antennas, an equipment rack and telecommunications cables housed in cable trays. Two antennas would be flush-mounted at an approximate height of 170 feet on the westerly façade of the existing penthouse and would be painted to match the penthouse. The antenna stack is not anticipated to be visible from public rights-of-way within 200 feet of the site. When viewed from points 200 feet and more due north of the project site on Sansome Street, the antennas would be minimally visible due to the mounting height, painting the antennas to match the penthouse and flush-mounting the antennas so as to not increase the height of the penthouse.

Additionally, two of the antennas would be stacked and flush-mounted on the southerly façade of the penthouse and would be painted to match the southerly façade, while the remaining antenna would be flush-mounted on the easterly façade of the penthouse and would be painted to match the easterly façade. The antennas mounted on the easterly and southerly façades of the penthouse are not anticipated to be visible from immediately adjacent public rights-of-way and would be mounted at a height of approximately 170 feet.

The other features of the WTS facility, the cable trays and the equipment rack, would not be visible from public rights-of-way. The equipment rack would be located in the basement of the building. All cables cable trays would be situated on surfaces that are not visible including the rooftop of the building and penthouses and would be routed internally within the building from the equipment rack in the basement to the antennas on the penthouse.

1650 Mission St.  
Suite 400  
San Francisco,  
CA 94103-2479

Reception:  
**415.558.6378**

Fax:  
**415.558.6409**

Planning  
Information:  
**415.558.6377**

June 10, 2010  
Letter of Minor Alteration  
200 Sansome Street

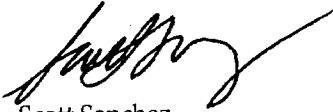
No other exterior changes or material modifications will occur under this permit. The alteration will not substantially change, obscure, or destroy exterior character-defining spaces, materials, features or finishes as a result of the project.

Pursuant to Section 1111.1 (b) of the Planning Code, an alteration is considered minor if the alteration will not substantially change, obscure or destroy exterior character-defining spaces, materials, features, or finishes as a result of the project; the alteration would not affect all or any substantial part of a building's structural elements, exterior walls, or exterior ornamentation; and the alteration does not result in a substantial addition of height above the height of the building.

If you have substantial reason to believe that there was an error in the interpretation of the Planning Code, or abuse of discretion on the part of the Zoning Administrator, you may file an appeal with the Board of Appeals within 10 days of the date of this letter.

Should you have any questions about the contents of this letter, please contact Aaron Hollister at (415) 575-9078 within 10 days of the date of this letter.

Sincerely,



Scott Sanchez  
Acting Zoning Administrator

cc: Historic Preservation Commission, 1650 Mission Street, San Francisco, CA 94103  
San Francisco Architectural Heritage, 2007 Franklin Street, San Francisco, CA 94109  
Sue Hestor, Esq., 870 Market Street, #1128, San Francisco, 94102  
Aaron Hollister, Planning Department

*AJH G:\DOCUMENTS\Building Permits\200 Sansome Street\200 Sansome Street - Minor Alteration Letter.doc*



# SAN FRANCISCO PLANNING DEPARTMENT

---

May 10, 2010

Brand + Allen Architects  
Attn: Markus Meissner  
601 California Street, Suite 1200  
San Francisco, CA 94108

**RE: 233 Post Street**  
**Building Permit Application #: 2010.0402.9556**  
Assessor's Block: 0309; Lot: 017  
Zoning: C-3-R; Height & Bulk District: 80-130-F  
Category IV Building under Article 11 of the Planning Code; Kearny-Market-Mason-Sutter Conservation District

1650 Mission  
Suite 400  
San Francisco  
CA 94103-24

Reception:  
**415.558.63**

Fax:  
**415.558.64**

Planning  
Information:  
**415.558.63**

Dear Mr. Meissner:

This letter is to notify you formally that per Section 1111.1 of the Planning Code, it has been determined that your proposed project at 233 Post Street (known as the *Graff Building*) is a Minor Alteration to a Category IV Building under the Downtown Plan.

The proposed alterations would modify the non-historic ground floor storefront systems and finishes on Post Street and Maiden Lane that were previously installed circa 1985 with new storefronts and entries based upon an original drawing of the Post Street façade. Specifically, the scope of work would replace the non-historic ground floor storefront and stucco veneer along Post Street (at the first floor below the "Greek key" lintel) with a new painted steel storefront frame; butt-jointed glazing system; limestone veneer bulkhead and frieze; and recessed double-door retail entry. Similarly, the scope would replace the non-historic ground floor entries and stucco veneer along Maiden Lane with a new painted steel storefront frame; butt-jointed glazing system; limestone veneer to re-establish a base element; and recessed retail and lobby entries.

The proposed project would also modify the existing rooftop penthouse with a new access door and would install a new elevator shaft within an existing interior lightwell (abutting a commercial building with no adjacent windows). The proposed elevator penthouse/overhead would be less than one-story in height. The previously painted building would be repainted a light, earth-tone color to be reviewed and approved by a Preservation Technical Specialist. Any new business signage and awnings will be under a separate permit. No other exterior changes or material modifications will occur. Project scope will be subject of revisions should historic columns be revealed during demolition phase; historic columns would then be incorporated into new design. The alterations will not substantially change, obscure or destroy exterior character-defining spaces, materials, features or finishes because the alterations are to areas previously modified in the 1980s.

May 10, 2010  
Letter of Minor Alteration  
233 Post Street

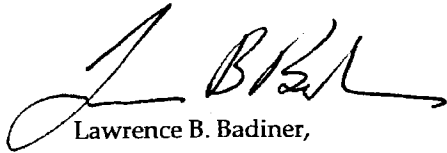
Section 1111.1 (b) of the Planning Code states in pertinent part that:

*An alteration is considered minor if the alteration will not substantially change, obscure or destroy exterior character-defining spaces, materials, features or finishes as a result of the project; the alteration would not affect all or any substantial part of a building's structural elements, exterior walls or exterior ornamentation; the alteration does not result in an addition; and the alteration of the ground-floor display areas within the architectural frame (piers and lintels) of the building to meet the needs of first floor commercial uses.*

If you have substantial reason to believe that there was an error in the interpretation of the Planning Code, or abuse of discretion on the part of the Zoning Administrator, you may file an appeal with the Board of Appeals within 10 days of the date of this letter.

Should you have any questions about the contents of this letter, please contact Angela Threadgill at 558-6602.

Sincerely,



Lawrence B. Badiner,  
Zoning Administrator

cc: Historic Preservation Commission, 1650 Mission Street, Ste. 400  
San Francisco Architectural Heritage, 2007 Franklin Street, 94109  
Sue Hestor, Esq., 870 Market Street, #1128, San Francisco, 94102

G:\DOCUMENTS\Permit to Alter\Minor Alteration Letters\233 Post - Minor Alteration Letter.doc



# SAN FRANCISCO PLANNING DEPARTMENT

---

July 21, 2010

Alicia Lo  
Zebra Awning Company  
888 Innes Avenue  
San Francisco, CA 94124

**RE: Address:** 253 Grant Avenue  
**Building Permit Application #:** 2010.06.14.4443  
**Assessor's Block/Lot:** 0294/003  
**Zoning:** C-3-R; **Height & Bulk District:** 80-130-F; Category I Building in the Kearny-Market-Mason-Sutter Conservation District under Article 11 of the Planning Code

Dear Ms. Lo:

This letter is to formally notify you that per Section 1111.1 of the Planning Code, it has been determined that your proposed project at 253 Grant Avenue is a Minor Alteration to a Category I Building within the Kearny-Market-Mason-Sutter (KMMS) Conservation District under the Downtown Plan.

The scope of the work includes installing two retractable awnings on the Grant Avenue frontage of the subject building. Each of the awnings would be mounted at the same height and would be centered above each respective storefront. Tenant signage would be located on the free-hanging valance of each awning. The storefront located in the southerly ground-floor area of the building is not original due to alterations by previous tenants. Furthermore, seismic work under a previous project altered both the northerly and southerly storefronts on the Grant Avenue frontage. No historic material would be removed from the building as a result of the project.

Section 1111.1 (b) of the Planning Code states in pertinent part that: *An alteration is considered minor if...it is an alteration of the ground-floor display areas within the architectural frame (piers and lintels) of the building to meet the needs of first floor commercial uses*

**The proposed alteration, which meets the needs of ground floor commercial uses, meets the criterion for a Minor Alteration under this section of the Planning Code.**

1650 Mission St.  
Suite 400  
San Francisco,  
CA 94103-2479

Reception:  
**415.558.6378**

Fax:  
**415.558.6409**

Planning  
Information:  
**415.558.6377**

Alicia Lo  
Zebra Awning Company  
888 Innes Avenue  
San Francisco, CA 94124

July 21, 2010  
Letter of Minor Alteration  
253 Grant Avenue

If you have substantial reason to believe that there was an error in the interpretation of the Planning Code, or abuse of discretion on the part of the Zoning Administrator, you may file an appeal with the Board of Appeals within 10 days of the date of this letter. For further information, please contact the Board of Appeals in person at 1650 Mission Street, #304 or call (415) 575-6880.

Should you have any questions about the contents of this letter, please contact Aaron Hollister at (415) 575-9078 within 10 days of the date of this letter.

Sincerely,



Scott F. Sanchez,  
*Acting Zoning Administrator*

cc: Landmarks Preservation Advisory Board, 1650 Mission Street  
San Francisco Architectural Heritage, 2007 Franklin Street  
Sue Hestor, Attorney, 870 Market Street  
Aaron Hollister, Planning Department

AJH: G:\DOCUMENTS\Building Permits\253 Grant Avenue\253 Grant Avenue Letter of Minor Alteration.doc



# SAN FRANCISCO PLANNING DEPARTMENT

---

May 25, 2010

Joyce Chu  
Modus Consulting, LLC  
833 Market Street #805  
San Francisco, CA 94103

**RE: 340 Stockton Street**  
**Building Permit Application #: 2009.12.23.3794**  
**Assessor's Block: 0294; Lot: 013**  
**Zoning: C-3-R; Height & Bulk District: 80-130-F**  
Category IV Building under Article 11 of the Planning Code; Kearny-Market-Mason-Sutter Conservation District

Dear Ms. Chu:

This letter is to notify you formally that, per Section 1111.1 of the Planning Code, it has been determined that your proposed project at 340 Stockton Street is a Minor Alteration to a Category IV (Contributory) Building under the Downtown Plan. Specifically, the Minor Alteration will be to penthouse structures located on the 1984 addition to the subject building.

The proposed alteration is the installation of a wireless telecommunications service (WTS) facility operated by Clearwire Corporation, which would include six antennas, an equipment cabinet and telecommunications cables housed in cable trays. A stack of two antennas would be flush-mounted at an approximate height of 220 feet on the southerly façade of the southwestern penthouse and would be painted to match the penthouse. The antenna stack is not anticipated to be visible from public rights-of-way within 150 feet of the site. When viewed from points 150 feet and more due south of the project site on Stockton Street, the antenna stack would be minimally visible due to the mounting height, painting the antennas to match the penthouse and flush-mounting the antennas so as to not increase the height of the penthouse.

All other antennas would be located on the central penthouse structure mounted at a height of approximately 220 feet, as well. Two of the antennas would be stacked and flush mounted on the easterly façade of the penthouse and would be painted to match the easterly façade. This antenna stack is anticipated not to be visible from any immediately adjacent public right-of-way. The remaining two antennas would also be flush-mounted and painted to match their mounting surfaces respectively found on the southwesterly and northwesterly facades.

The antennas that would be found on the southwesterly and northwesterly portions of the central penthouse would not be visible from public rights-of-way within 150 feet and 180 feet respectively of the subject site. When viewed from points 150 feet and more due south of the project site on Stockton Street (southwesterly antenna) and 180 feet due north of the project site on Stockton Street

1650 Mission St.  
Suite 400  
San Francisco,  
CA 94103-2479

Reception:  
**415.558.6378**

Fax:  
**415.558.6409**

Planning  
Information:  
**415.558.6377**

May 25, 2010  
Letter of Minor Alteration  
340 Stockton Street

(northwesterly antenna), the antennas would be minimally visible due to the mounting height, painting the antennas to match the penthouse and flush-mounting the antennas so as to not increase the height of the penthouse.

The other features of the WTS facility, the cable trays and the equipment cabinet, would not be visible from the public right-of-way. The equipment cabinet would be located adjacent to the northeast corner of the southwesterly penthouse, which is an area not visible from immediately adjacent public rights-of-way. All cable trays would be situated on surfaces that are not visible including the rooftop of the building and penthouses.

No other exterior changes or material modifications will occur under this permit. The alteration will not substantially change, obscure, or destroy exterior character-defining spaces, materials, features or finishes as a result of the project.

Pursuant to Section 1111.1 (b) of the Planning Code, an alteration is considered minor if the alteration will not substantially change, obscure or destroy exterior character-defining spaces, materials, features, or finishes as a result of the project; the alteration would not affect all or any substantial part of a building's structural elements, exterior walls, or exterior ornamentation; and the alteration does not result in a substantial addition of height above the height of the building.

If you have substantial reason to believe that there was an error in the interpretation of the Planning Code, or abuse of discretion on the part of the Zoning Administrator, you may file an appeal with the Board of Appeals within 10 days of the date of this letter.

Should you have any questions about the contents of this letter, please contact Aaron Hollister at (415) 575-9078 within 10 days of the date of this letter.

Sincerely,



Kelley Amdur  
Acting Zoning Administrator

cc: Historic Preservation Commission, 1650 Mission Street, San Francisco, CA 94103  
San Francisco Architectural Heritage, 2007 Franklin Street, San Francisco, CA 94109  
Sue Hestor, Esq., 870 Market Street, #1128, San Francisco, 94102  
Aaron Hollister, Planning Department

*AJH G:\DOCUMENTS\Building Permits\340 Stockton Street\340 Front Street - Minor Alteration Letter.doc*





# SAN FRANCISCO PLANNING DEPARTMENT

---

May 10, 2010

John Maniscalco Architecture  
Attn: John Maniscalco, AIA  
442 Grove Street  
San Francisco, CA 94102

**RE: 58 Geary Street**  
**Building Permit Application #: 2010.0429.1378**  
Assessor's Block: 0310; Lot: 012  
Zoning: C-3-R; Height & Bulk District: 80-130-F  
Category IV Building under Article 11 of the Planning Code; Kearny-Market-Mason-Sutter Conservation District

Dear Mr. Maniscalco:

This letter is to notify you formally that per Section 1111.1 of the Planning Code, it has been determined that your proposed project at 58 Geary Street (known as *Hotel Greystone*) is a Minor Alteration to a Category IV Building under the Downtown Plan.

The proposed alterations would modify the non-historic ground floor storefront systems and finishes on Geary Street and Maiden Lane that were previously modified in 2001. Specifically, the proposed work would replace the existing non-historic ground floor storefront systems facing each street with a new pre-finished steel-framed storefront and clear glazing; however, the original cast iron columns facing Maiden Lane would be incorporated into the new system. Thin steel and glass canopies would extend from within the openings. An existing hotel egress door facing Maiden Lane will be clad in pre-finished metal panels. The existing piers and lintels will remain. Any new business signage will be under a separate permit. No other exterior changes or material modifications will occur. The alterations will not substantially change, obscure or destroy exterior character-defining spaces, materials, features or finishes because the alterations are to areas previously modified in 2001.

Section 1111.1 (b) of the Planning Code states in pertinent part that:

*An alteration is considered minor if the alteration will not substantially change, obscure or destroy exterior character-defining spaces, materials, features or finishes as a result of the project; the alteration would not affect all or any substantial part of a building's structural elements, exterior walls or exterior ornamentation; the alteration does not result in an addition; and the alteration of the ground-floor display areas within the architectural frame (piers and lintels) of the building to meet the needs of first floor commercial uses.*

1650 Mission  
Suite 400  
San Francisco  
CA 94103-24

Reception:  
**415.558.63**

Fax:  
**415.558.64**

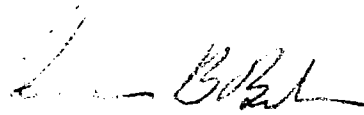
Planning  
Information:  
**415.558.63**

May 10, 2010  
Letter of Minor Alteration  
58 Geary Street

If you have substantial reason to believe that there was an error in the interpretation of the Planning Code, or abuse of discretion on the part of the Zoning Administrator, you may file an appeal with the Board of Appeals within 10 days of the date of this letter.

Should you have any questions about the contents of this letter, please contact Angela Threadgill at 558-6602.

Sincerely,



Lawrence B. Badiner,  
Zoning Administrator

cc: Historic Preservation Commission, 1650 Mission Street, Ste. 400  
San Francisco Architectural Heritage, 2007 Franklin Street, 94109  
Sue Hestor, Esq., 870 Market Street, #1128, San Francisco, 94102

G:\DOCUMENTS\Permit to Alter\Minor Alteration Letters\979-989 Market - Minor Alteration Letter.doc



# SAN FRANCISCO PLANNING DEPARTMENT

April 2, 2010

Steve's Awning  
Attn: Steve Pham  
1244 Geneva Avenue  
San Francisco, CA 94112

RE: **615 Market Street**  
**Building Permit Application #: 2009.1204.2631**  
Assessor's Block: 3707; Lot: 056  
Zoning: C-3-O; Height & Bulk District: 150-S  
Category V Building under Article 11 of the Planning Code; New Montgomery-Second Street Conservation District

1650 Mission  
Suite 400  
San Francisco  
CA 94103-24

Reception:  
**415.558.63**

Fax:  
**415.558.64**

Planning  
Information:  
**415.558.63**

Dear Mr. Pham:

This letter is to notify you formally that per Section 1111.1 of the Planning Code, it has been determined that your proposed project at 615 Market Street (dba *Lee's Deli*) is a Minor Alteration to a Category V Building under the Downtown Plan.

The proposed project is for the new installation of a steel-framed clear glass awning attached above the existing ground-level storefront, but below the mezzanine transom. The proposed awning will be placed within the architectural framework of the storefront bay, below the horizontal course separating the first and second floors. The awning will measure approximately sixteen feet, six inches wide, projecting four feet from the face of the storefront, and will be placed nine feet above the sidewalk grade. The awning will not feature the name of the business or any other signage and will not be illuminated. The alteration will not substantially change, obscure or destroy exterior character-defining materials, features or finishes as a result of the project and the alteration is to the ground floor display areas within the architectural frame of the building to meet the needs of the commercial use.

Section 1111.1 (b) of the Planning Code states in pertinent part that:

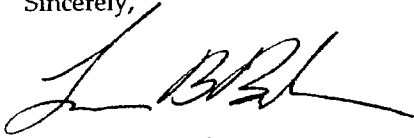
*An alteration is considered minor if the alteration will not substantially change, obscure or destroy exterior character-defining spaces, materials, features or finishes as a result of the project; the alteration would not affect all or any substantial part of a building's structural elements, exterior walls or exterior ornamentation; the alteration does not result in an addition; and the alteration of the ground-floor display areas within the architectural frame (piers and lintels) of the building to meet the needs of first floor commercial uses.*

April 2, 2010  
Letter of Minor Alteration  
615 Kearny Street

If you have substantial reason to believe that there was an error in the interpretation of the Planning Code, or abuse of discretion on the part of the Zoning Administrator, you may file an appeal with the Board of Appeals within 10 days of the date of this letter.

Should you have any questions about the contents of this letter, please contact Angela Threadgill at 558-6602.

Sincerely,



Lawrence B. Badiner  
Zoning Administrator

cc: Historic Preservation Commission, 1650 Mission Street  
San Francisco Architectural Heritage, 2007 Franklin Street, 94109  
Sue Hestor, Esq., 870 Market Street, #1128, San Francisco, 94102

G:\DOCUMENTS\Permit to Alter\Minor Alteration Letters\336 Kearny - Minor Alteration letter.doc



## SAN FRANCISCO PLANNING DEPARTMENT

---

July 30, 2010

David Ford  
124 Allimore Court  
Roseville, CA 95747

**RE: Address:** 989 Market Street  
**Building Permit Application #:** 2010.07.28.7643  
**Assessor's Block/Lot:** 3704/068  
**Zoning:** C-3-G; **Height & Bulk District:** 120-X; Category II Building under Article 11 of the Planning Code

Dear Mr. Ford:

This letter is to formally notify you that per Section 1111.1 of the Planning Code, it has been determined that your proposed project at 989 Market Street is a Minor Alteration to a Category II Building under the Downtown Plan.

The scope of the work includes installing a decorative feature associated with the new retail commercial tenant. The decorative feature is proposed to be an 8-foot long by 3.5-foot wide, three-dimensional, fiberglass-molded paint tube (a product sold by the retail tenant) that would be mounted from the soffit of the recessed entry area found in the subject building's storefront area. The face of the paint tube would be recessed one foot from the front street elevation of the building. When/if the new retail tenant (DBA Blick Art Materials) vacates the subject site, the paint tube shall be removed from the subject building. Due to seismic work under a previous project, the original storefront area has been altered. No historic material would be removed from the building as a result of the project. All new tenant signage shall be reviewed under a separate permit application.

Section 1111.1 (b) of the Planning Code states in pertinent part that: *An alteration is considered minor if...it is an alteration of the ground-floor display areas within the architectural frame (piers and lintels) of the building to meet the needs of first floor commercial uses.*

**The proposed alteration, which meets the needs of ground floor commercial use, meets the criterion for a Minor Alteration under this section of the Planning Code.**

1650 Mission St  
Suite 400  
San Francisco,  
CA 94103-2479

Reception:  
**415.558.6378**

Fax:  
**415.558.6409**

Planning  
Information:  
**415.558.6377**

David Ford  
124 Allimore Court  
Roseville, CA 95747

July 30, 2010  
Letter of Minor Alteration  
989 Market Street

If you have substantial reason to believe that there was an error in the interpretation of the Planning Code, or abuse of discretion on the part of the Zoning Administrator, you may file an appeal with the Board of Appeals within 10 days of the date of this letter. For further information, please contact the Board of Appeals in person at 1650 Mission Street, #304 or call (415) 575-6880.

Should you have any questions about the contents of this letter, please contact Aaron Hollister at (415) 575-9078 within 10 days of the date of this letter.

Sincerely,



Scott F. Sanchez,  
Acting Zoning Administrator

cc: Historic Preservation Commission, 1650 Mission Street  
San Francisco Architectural Heritage, 2007 Franklin Street  
Sue Hestor, Attorney, 870 Market Street  
Aaron Hollister, Planning Department

AJH: G:\DOCUMENTS\Building Permits\989 Market Street\989 Market Street Letter of Minor Alteration.doc